

AMERICAN NURSERYMAN

July 15, 1957

A. A. N. Number

Serial Date
JUL 1957
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TO BE PROUD OF

Americans—in homes more healthful, more beautiful, more valuable because of home gardening—can well be proud of their nurserymen. As plantsmen, as friendly advisers, as businessmen who help improve their communities all year 'round, they are truly a part of each handsome street in towns everywhere.

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AMERICAN NURSERYMAN

[Registered U. S. Patent Office]

The Nurseryman's Forte: To Make America More Beautiful and Fruitful

VOL. CVI, NO. 2

JULY 15, 1957

Founded 1904
With which was merged 1939
THE NATIONAL NURSERYMAN
Established 1893



Published on the
first and fifteenth
of each month by the
AMERICAN NURSERYMAN
PUBLISHING COMPANY
343 South Dearborn Street,
Chicago 4, Illinois.
Telephone: WAbash 2-9011



Subscription Price:
\$5.00 per year; outside
United States, \$6.00;
Single Copies, 25c.



Advertising Rates
On Application.
For Closing Dates
See Next Page.



Entered as second-class matter
December 14, 1933, at Chicago,
Ill., under act of March 3, 1879.

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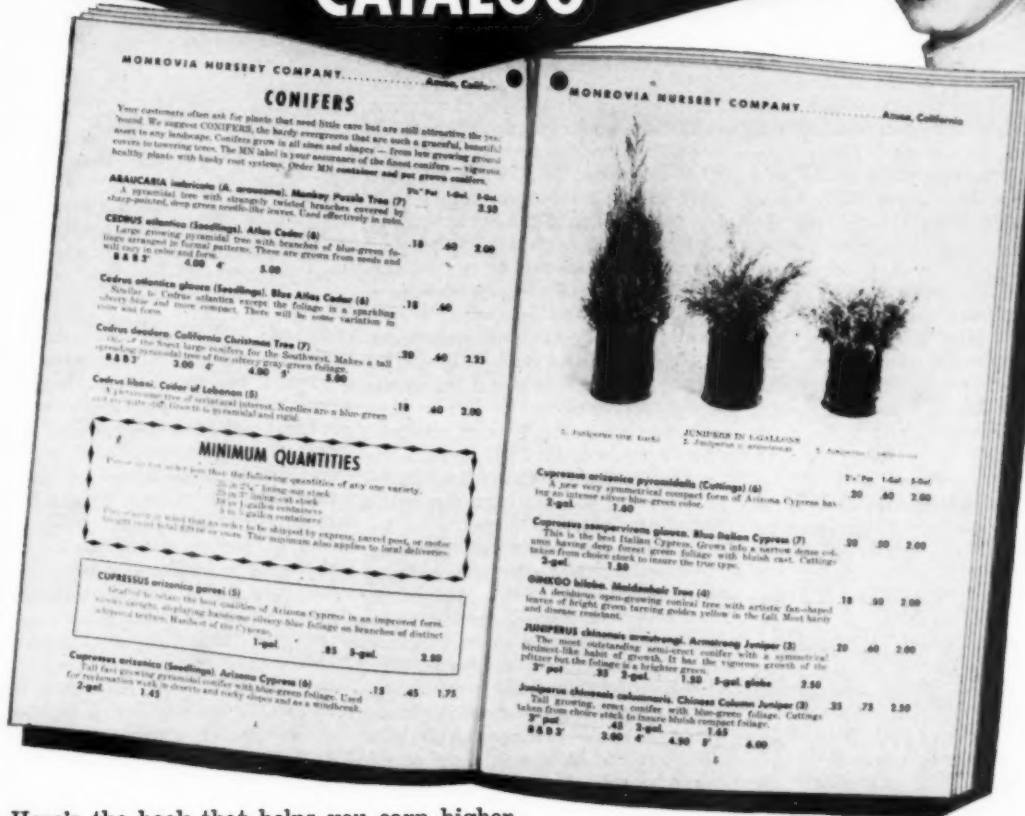
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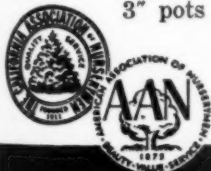
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AMERICAN NURSERYMAN

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Editorial

SOUTHWARD HO!

After 10 years the American Association of Nurserymen again holds its annual convention at Miami Beach, Fla., this month. There have been great changes there in the past decade. Not only have bigger and better hotels been erected on the ocean front, with luxurious motels stretching away toward the north, but through the entire state progress has been marked since the war.

From a winter playground Florida has become a summer vacation area and convention place. In the pursuits of the civilian population, also, great advance is apparent with the increase in census count. Many more nurseries have sprung up in recent years, and established ones have made notable growth. Since the selling season is almost the entire year, visitors will find the methods worth inspection, as progressive and up to date.

In an organization, the nurserymen of Florida have made unusually rapid progress. Their association, founded in 1952, now embraces a membership of over 850, in 12 chapters, as described in a feature article in this issue.

Horticulture generally is of unusual interest in Florida. It is reported that of 1,182 species of trees to be found in the United States, no fewer than 314 species, native or naturalized, are to be found in Florida. The state stretches over a wide latitude, from tropical Key West to the moderate climate of Gainesville and Jacksonville. Hence the vegetation is widely varied, both in nature and in nurseries.

Methods used in the convention state will be found interesting, also. Mild may be one's astonishment when towering palms are handled with small balls and little soil, almost like shrubs in the north, but that gives way to wonder where young live oaks are set out, their limbs shorn of branches so that they have the aspect of clothes posts.

Miami Beach furnishes the entertainment expected of a convention

city. Florida offers a wide variety of interesting sights and experiences for those concerned with horticulture. Some of the important phases are described in this issue.

THE EASIER ROAD?

Many of the speakers from outside the industry who are invited to appear at nurserymen's conventions frequently ask why nurserymen do not make a drive to replant, or replace in part, the shrubs and evergreens, old and usually overgrown, which are no longer an ornament to the home grounds they were intended to beautify 10, 20 or more years ago. Many pretentious homes show this type of planting, usually through the ignorance or lack of interest of the owner. Salesmen do not let him forget that there are new models of automobiles, and his wife is constantly reminded by women's magazines of the new modes in draperies, carpetings, furniture and household appliances. Yet rarely does a nurseryman call on this type of prospect, and not often does the owner receive a piece of mail that would indicate to him the shortcomings in his home grounds.

In all suburban and metropolitan communities that were well built up more than a few years ago, homes of this type are to be seen in numbers. If the shrubs do not sprawl over the foundation and the borders, it is because they have been hacked back in no attractive fashion. If the evergreens have prospered, they have shut out the light and sight of the lower floor windows and, if they have not fared well, they have lost a good share of their foliage. But the owner has never had his eyes opened to the appearance of his grounds, and so he does nothing about it.

Nurserymen are not usually located in or near the older, well built-up suburban or metropolitan areas mentioned. In these days, of course, they find plenty of business in planting the newly built homes, usually in different areas. That is the easier way, when business from that source is as plentiful as now.

But replanting of old home grounds was not much undertaken even before the current building boom. It would seem to be the harder road to travel for more than one reason. The chief factor, probably, is that it calls for a type of selling that is prevalent among only few landscape firms.

Not only does one need to obtain

The Mirror of the Trade

the names of particular prospects, when seeking jobs to replant old homes, but the approach has to be made gently, even subtly. Sometimes a well-worded letter will secure an invitation to send a salesman. If so, the ground is broken and the seller's task is not difficult. But to call cold on such a prospect is not nearly so pleasant a task as calling on a new homeowner who really is in need of planting advice.

But from the numerous comments on the subject that come from various sources, replanting old home grounds is such a tremendous field for the landscape nurseryman that, as he expands, he might well give thought to developing a sales procedure and appeal which will win inquiries and orders from the numerous prospects of this type.

NEW GROUP

Recognition of garden center owners and operators as an important group within the nursery industry is marked by the provision of a special afternoon session for them at the convention of the American Association of Nurserymen at Miami Beach. It is more than a round-table discussion of the particular problems of that group, for the possibility of setting up a special organization for this group will be discussed. Together with the landscape, mail-order and other retail groups, the garden center operators would have their place within the industry's organization.

Though of recent development, except on the Pacific coast, the garden center has become a highly important part of the industry's sales procedure. Not only does it cater to the public in a more up-to-date version of the nursery salesyard, but it adds to that service by offering not only nursery stock, but garden merchandise of many other kinds. Its sales procedure makes possible a closer link with the public than most retail nurseries have hitherto offered if they did not conduct a landscape business.

Current articles in this magazine indicate how far garden centers may go in their service to the public, and perhaps there are still newer phases to be developed. An organization devoted to this branch of the industry would be valuable indeed.

OPEN house marked the opening recently of Kenwood Nurseries' new 3,500 square-foot garden shop, Lewiston, N. Y.



Hotel Fontainebleau, at Miami Beach, Fla., Headquarters for the 82nd Annual Convention of the A. A. N. July 21 to 25

Sunshine State Welcomes A. A. N.

Nurserymen attending the 82nd annual convention of the American Association of Nurserymen, viewing Miami Beach, Fla., the site, as a fabulous real-estate development, will doubtless have to hear and note many resort statistics before they chance upon the fact that the initial commercial effort in the area was a horticultural one.

Possessing no railway or air terminal, the seaside city is, nevertheless, host to thousands of visitors weekly. There are accommodations for 135,000 guests at one time in the 375 hotels and 2,000 apartment buildings lining Collins avenue and other streets. It is estimated that about 1,500,000 persons visit the city annually.

Miami Beach lies on an island that is a mile or less wide and about 10 miles long in a north-south direction. The Atlantic ocean rolls in on the east coast. The west coast is separated from the mainland by Biscayne bay, which varies from one to three miles wide. Three causeways—MacArthur, North Bay and Venetian—connect the island with the city of Miami. There are intercity bus service and jitney service, as well as taxi transportation.

The flat terrain of the city has an average elevation of five feet above sea level. A large part of the land area within the city limits is filled land, formed by pumping in rock and sand from the bottom of Biscayne bay. With 17.1 square miles of land, the city has 10 square miles of waterway area. Its total water frontage is 63 miles, including ocean frontage of eight miles, with two miles of public beaches. There are

three yacht basins. Public parks occupy 106 acres. A 1956 report showed 460 swimming pools. The census of 1955 gave the city a population of 50,981.

Unlike the situation at Los Angeles, Calif., last year's convention city, there is no heavy industry at Miami Beach—no soot in the air. Business is organized almost completely to cater to the tourist and transient. The hotels include some of the most luxurious in the world. Demand for accommodations now is year-round since airlines have successfully promoted heavy summer visiting to the city.

The average temperature at Miami Beach during 1956 was 75.8 de-

grees; normal temperature for July is 82.5, with cool winds from the east and southeast about half the time. The ocean temperature in July reaches 89 degrees. September and October are the months most likely to see storms.

Pioneer Problems

The background for the development of this amazing resort city is a story filled with adventure. In 1400 an Indian town flourished in the mangrove jungle that is now Miami Beach. A Spanish mission was established there in 1567. The area was described as "inaccessible to the ordinary tourist" in the 1850 guidebooks, and only adventurous hunters and explorers sought the spot.

Miami Beach was still a waste of palmettos and mangroves in 1870 when Henry B. Lum, of Ohio, and his son Charles visited the island. A sand ridge running along the ocean side was covered by a tangled mass of sea grapes. The island was a haven for rattlesnakes, mosquitoes, wildcats, raccoons, possum, rabbits and bears. The Lums, seeing a few coconut palms growing along the beach, began with enthusiasm to plan a tremendous coconut plantation, bought a large tract of beach land from the government for 35 cents an acre and returned north. They then interested Ezra Osborn and E. T. Field, of Middletown, N. J., in the venture, and the latter, with the financial backing of some of their local friends, formed a company of their own, buying from the government a 65-acre tract of land which included all of what is now Miami Beach north



Formal gardens of the Hotel Fontainebleau, A. A. N. convention headquarters, showing the dwarf hedge embroidery plantings in the foreground.

of the Lum holdings, which extended south from 14th street.

The Lums, Osborn and Field chartered an ocean-going schooner, recruited 25 men from lifesaving stations along the Jersey coast and, with mules, equipment and provisions, anchored off the shore of Miami Beach in the winter of 1882. There were no docking facilities and the entire outfit had to be landed through the surf. The mules were heaved overboard, and the men swam ashore with them. Provisions and equipment were loaded into lifeboats and taken to the beach. Coconuts for planting were imported from Trinidad, Nicaragua and Cuba, and by 1885 over 300,000 had been placed in the soil.

Coconut Plantation Fails

Wild rabbits that infested the swamp ate the tender shoots of the young plants almost as soon as they appeared above the ground. Those trees that did live to maturity bore fruit, but the yield was only a minute percentage of that which had been anticipated. The small fortune invested in the venture soon disappeared and with it the hopes and interest of its supporters. The first attempt to develop Miami Beach failed.

John S. Collins, New Jersey merchant and horticulturist, was a member of the group that had invested in the enterprise. Mr. Collins went to Miami Beach in 1896 to check on his investment and found, of course, a dismal failure. He felt, however, that the land had unlimited potentialities and before returning to his business in New Jersey began dicker for land on the island.

After several years of negotiation, Collins bought Osborn's share of the property and became Field's partner.

Planting Venture Continued

In 1907, Collins and Field began the task of clearing the land of the massive mangrove roots and scrub palmettos in order to plant a grove of avocados. The embryonic grove was situated about 1,000 feet from the ocean and was a mile long and about 700 feet wide. In the summer of 1907, almost 3,000 avocado trees were planted. Salt and spray blowing from the ocean killed the first season's crop, and Field, fearing a second failure, sold his Miami Beach holdings to Collins, who became the sole owner of 1,670 acres of ocean front land.

To protect his fruit from the salt spray, Collins planted a screen of "Australian pines" (many of these trees still stand and border Miami Beach's Pine Tree drive) and soon had a thriving grove of avocados, mangoes and common garden vegetables. The Collins canal was begun in 1911 to facilitate transportation for his produce, which, by then, amounted to approximately 18 carloads a year, out of the swamps of Miami Beach.

Upon hearing of the canal, Thomas J. Pancoast, Collins' son-in-law, went down to find out for his skeptical family just what was going on at Miami Beach. He, too, became enthusiastic and listened with interest to Collins' even greater dream of a bridge which would span the two and one-half miles of Biscayne bay separating the city of Miami on the mainland from his extensive holdings at Miami Beach.

Meanwhile a real-estate development had been started by Collins and Pancoast and by John Newton Lummus. When the Collins bridge had been completed with the aid of funds from Carl G. Fisher, Prest-O-Lite manufacturer and builder of the famous Indianapolis Speedway, the activity became a boom in 1913, which continued until World War I. During the 1920's the boom resumed and land prices pyramided.

Fill In Low Lands

In the following years the Miami Beach pioneers began clearing and filling in the land upon which their dream resort city would stand. They employed an army of men, pumping boats, dredges and barges and set an 18-inch pipeline over a mile long before they succeeded in pumping enough sand from the bottom of Biscayne bay to cover the bare mangrove roots on the land. After the fills were completed, loads of rich soil were brought in from the Everglades, grass was sown and trees, shrubs and flowers were transplanted to the island. Concrete bulkheads were put in, and streets were laid out and paved.

Carl Fisher, the most ambitious of these first developers, installed an electrical power plant and water system. He built golf courses, polo fields, bathing casinos and the largest hotels and used every means at his command to publicize these attractions. He launched an extensive and far-reaching campaign advertising the climate, beauty and vacation facilities of Miami Beach, and thousands of tourists came pouring in to be enchanted by this new resort. California gold rushes and southwestern oil booms faded into insignificance with the freak population trek to Miami Beach in the early 1920's.

The boom blew up in 1925, and a hurricane in 1926 almost leveled the city. Prices plummeted, but the city began to rebuild. World War II halted progress; however, with the return of peace, building resumed and has attained enormous proportions in recent years.

The palatial \$16,000,000 Fontainebleau, headquarters hotel, is situated on the 14 acres of the former Firestone estate at Miami Beach. The hotel building occupies five acres; the Cabana Club, featuring two swimming pools and a \$1,000,000 health spa, along with a dining pavilion, occupies another five acres. The remaining four acres have been devoted to elaborate landscaping, which includes faithful reproductions of the formal gardens of Fontainebleau and Versailles in

[Continued on page 133]



Attractive landscape settings for Miami Beach homes such as this one are often achieved with several varieties of palms and colorful subtropical crotons.



Lake Scene in Fairchild Tropical Garden, with Royal Palm Group in Distance and Mahogany Trees Framing Scene

Fairchild Tropical Garden

By Nixon Smiley

Director, Fairchild Tropical Garden

The Fairchild Tropical Garden, located 10 miles south of Miami, is the largest tropical botanical garden in the United States. Among its collections is one of the most important plantings of palms in the world.

The garden, covering 85 acres, was founded in 1935 by the late Col. Robert H. Montgomery, wealthy New Yorker and winter resident of Florida. The name of the garden honors the late Dr. David Fairchild, famous plant explorer and author.

Although the garden attracts a great many people throughout the year and especially during the winter and early spring months while the tourist season is at its peak, summer is one of the best times to see it. It is easily reached by tour buses from Miami Beach in less than 45 minutes. There is no admission charge.

Not a One-Season Feature

But do not go to the Fairchild Tropical Garden with the idea that you will see a colorful park with an atmosphere of perpetual spring. In the garden there are more than 2,000 species of plants from all over the tropical world—palms, vines, shrubs and trees. There is no time of the year when there are not plants in bloom. But the garden was not designed merely to provide the bright colors that are associated with the parks in the north during the spring. Tropical plants simply do not follow

the habit of blooming in the spring. Different species bloom at various times throughout the year.

In laying out the garden, its landscape architect, William Lyman Phillips, followed a plan that would provide the best display of the unique character of plants—their form and their texture. Their flowering and fruiting are extra dividends.

The design has been so successful that landscape architects have come from all over the United States to

visit the Fairchild garden and to study the work done by Mr. Phillips. Mr. Phillips has remained to guide the planting of the garden over the years. He formerly was associated with Olmsted Bros., landscape architects, of Brookline, Mass. He planned the gardens at the Bok tower, Lake Wales, Fla., and laid out the city of Balboa, in the Canal Zone. He made the plans for Dade county's (Miami) parks, which will repay a

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Common House Plants Grow Luxuriantly Outdoors in Fairchild Jungle Garden

Young Florida Association Unites Florida Industry

By James F. Griffin, Jr.

Executive Secretary, Florida Nurserymen and Growers Association

The Florida Nurserymen and Growers Association is an organization of Florida nurserymen united in an effort to promote the general welfare of the nursery industry of Florida and thereby establish the trade on a higher plane, both for the benefit of the plant-purchasing public and the nurserymen themselves.

January 5, 1952, at a joint meeting of the American Association of Nurserymen and the nurserymen's division of the Florida State Florists' Association, at Winter Haven, Fla., a committee was appointed to study and report on the possibility of forming a new Florida nurserymen's association with a central office and a paid full-time manager.

After the report of the committee at the annual convention, in May, 1952, of the Florida State Florists' Association, 113 interested persons voted to form a new association, with David Stabler, Winter Haven Nurseries, Inc., Winter Haven, as its first president. The members also voted to call the new organization the Florida Nurserymen and Growers Association.

The recommendations of the original steering committee were adopted, and a master committee, consisting of Gervin W. Pringle, Florida Landscape & Nursery Co., Leesburg; Charles R. Wedding, Wedding Nurs-

eries, St. Petersburg, and Hugh Lalor, Caribbean Nursery, Opa Locka, was appointed to locate and investigate the qualifications of an individual to coordinate and manage the activities of the association.

Rapid Membership Growth

The original membership in May, 1952, consisted of 113 members, of which Gervin W. Pringle; State Sen. Edwin G. Fraser, Southern States Nurseries, Macclenny; Charles R. Wedding; Hugh Lalor; Jack O. Holmes, Holmes Nurseries, Tampa; David K. Stabler; P. D. Shoemaker, Jacksonville Landscape Co., Jacksonville; Alan R. Englebright, Pen-nock Plantations, Kendall, and Peter Pearson, Peter Pearson Nursery, Plymouth, were outstanding leaders.

This embryo organization grew to over 700 members the first year, but its financial foundation was insecure, and it was necessary to supplement the first year's income through special pledges of members.

Realizing the need for an increase above the original \$5 dues plan, the board of directors initiated a new schedule for dues, including an annual premium for active members based on a unit basis of operation computed as follows:

A total number of units is deter-

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FLORIDA PRESIDENT



H. Milton Link

Newly elected president of the Florida Nurserymen and Growers Association is H. Milton Link, Gardens, Inc., Fort Lauderdale, Fla. A native of Huron, S. D., Mr. Link first became interested in landscape architecture while attending high school and started working with M. J. Daetwyler at Orlando, Fla.

During the summer of 1934, immediately after he had graduated from the University of Florida, Gainesville, with a degree in landscape architecture, he moved to Miami to join the staff of a survey party engaged in development of the E. Reynolds parks. At the end of the summer he obtained a position as landscape architect with Exotic Gardens, Miami, and remained with that firm until 1941, when he became superintendent of parks at Miami Beach.

Working in this capacity, he was responsible for the establishment of the parks system and also for the general beautification of the parks and streets of Miami Beach, receiving special recognition from the city for his efforts. In 1950 he became assistant city manager of Miami Beach while retaining his post as park superintendent. Mr. Link left Miami Beach in 1952 to serve as city manager of Fort Lauderdale, where he aided in the expansion of the parks system and the establishment of the city's recreation department.

In 1954 he returned to his primary interest of landscaping and nursery work, purchasing Blount's Nursery, Fort Lauderdale, now known as Gardens, Inc. In addition to landscaping many clubs and commercial buildings in and around Fort Lauderdale, he superintended several landscaping projects in Cuba, among them the country residence of President Batista as well as the Havana Country Club.

He was elected first president of the Broward County chapter of the F. N. G. A. and the chapter's state board representative in 1956. He also served as chairman of the association's recent convention, at which he was elected to his present post.

Mr. Link married the former Gertrude Gates in 1935, and the couple have three children: Billy, 11; Trudy, 8, and Penny, 3.



Exhibit of Florida Nurserymen and Growers Association which won top honors in the 1957 national capital garden and flower show held at Washington, D. C.

Florida Plant Introduction Garden

By Jeffrey E. Shrum, Jr.

Gardens for testing new or little-known immigrant plants were recognized early by the United States Department of Agriculture as essential to the success of formalized plant introductions. Without ample growing facilities for handling plant introductions, all the effort and expense involved in obtaining plant germ plasm abroad would be for naught. But in specially equipped gardens or nurseries, seeds, cuttings and plants can be increased, propagated and tested prior to distribution throughout the United States.

Thus 1898, the year that marked the formal birth of a regular federal program for plant introduction, saw also the establishment of the first federal plant introduction garden. This was a modest 6-acre tract located on Brickell avenue, close to what is now downtown Miami, Fla. This property was returned to the original owners when the plants were transferred to the garden established in 1922 near Coconut Grove. Here for the past 34 years, a program for the introduction, preliminary appraisal and distribution of plants—principally in the southern regions of the United States and its tropical possessions—has been carried out. The garden has also been active in seed exchanges with foreign countries.

Climate Determined Site

The site of this garden was selected by Dr. David Fairchild, a famous

plant explorer, and others because its generally mild winter temperatures permit the planting of a wide variety of subtropical and tropical plants, some of which would not survive in other areas of the United States. Land for the garden was originally acquired on a lease from the former war department, but it has since been deeded to the department of agriculture and presently consists of approximately 200 acres.

The largest acreage of the present garden comprises what is known locally as high pineland, best described as a thin layer of sandy soil overlaid by soft oolitic limestone rock, with a water table three to 12 feet below the surface. Surprisingly, most species of woody tropical plants will make satisfactory growth on this type of land.

In the southeast corner of the garden, 25 acres of a mangrove swamp area were filled in, in 1917, with dredged marl to form a level airfield a foot or two above mean high tide. The rest of the garden land consists of scattered deep depressions in the limestone rock filled with a sandy soil down to the water table. These depressions, which total only a few acres, are notably different from the soil areas previously mentioned in that their soil reaction is generally slightly acid. These different ecological sites allow the testing of newly introduced plants under soil conditions similar to those found in large areas of subtropical Florida.

Thus, it is possible to acquire on the basis of plant survival and growth important information on environmental adaptation of new plant introductions.

Tropical Collection Important

Since the inception of the garden, over 15,500 plant accessions have been received. Approximately 3,700 of these are represented by one to several established field plants. This large botanical collection has assumed world importance because it represents one of the few locations where growing plants of many tropical plant species can be studied.

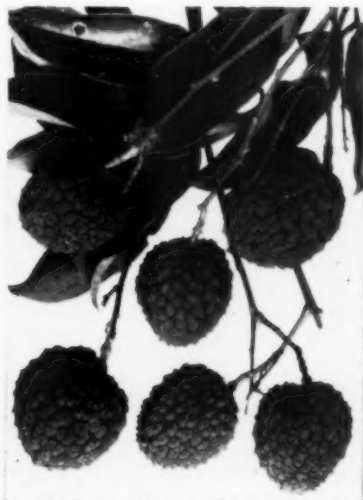
Slightly over half of the garden has been planted to tree, shrub and vine genera. Especially noteworthy are collections of acacia (26 spp.), bamboo (21 spp., of which 15 are in bambusa), bauhinia (26 spp.), casia (31 spp.), cordia (17 spp.), erythrina (15 spp.), eucalyptus (37 spp.), ficus (73 spp.), lonchocarpus (9 spp.), palms (181 spp. representing 82 genera), tabebuia (12 spp.) and terminalia (20 spp.).

Also, there are numerous introductions of undetermined species which will be identified when suitable plant parts are available. The importance of providing acceptable scientific names for introduced plants cannot be overemphasized because of the confusion which often results from improper naming of plants. In view of this fact and in order to facilitate

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Para rubber trees, *Hevea brasiliensis*, at the U. S. plant introduction garden, Coconut Grove, Fla.



Fruits of the lychee tree, *Litchi chinensis*, at government test garden near A. A. N. convention city.



Mature fruit and male flower clusters of the African oil palm, *Elaeis guineensis*, at Coconut Grove.

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View of one of the larger trade establishments in Florida, the Goochland Nursery, Pembroke, which is now placing accent on container growing of stock.

Florida Nursery Industry

By T. J. Sheehan

Florida can truly be called the land of flowers. During the 1955-56 season there were 20,868 acres in the state devoted to ornamental horticulture. Of this total, 9,868 acres were devoted to nursery production, approximately 70 per cent of which consisted of canned stock. The income from the 20,868 acres amounted to approximately \$31,000,000.

The nursery industry is not new in Florida; such names as Reasoner's and Glen St. Mary Nurseries have been known in the trade for many years. During the period between 1925 and 1929 greenhouse and nursery products accounted for 4.3 per cent of all farm commodities sold, with a cash value of \$5,079,000; whereas in 1955 it accounted for 4.8 per cent of all farm commodities sold and yielded a gross return of \$30,221,000. These figures indicate that the nursery industry has kept pace with Florida's expanding farm commodity production.

Florida Industry Unique

The Florida nursery industry is unique in several ways. First of all, there are three distinct climatic zones in Florida. The southern tip of the state has the widest range of plant materials, including tropical and subtropical species. Such plants as African tulip trees, plumeria, poinciana, crotons, royal palms and many of the so-called foliage plants of northern greenhouses are good

garden subjects in south Florida. The second region, central Florida, supports some of the hardier of the subtropicals, such as flame vine, jacaranda, tecoma, stenilobium and, along the coast, coconut palms. The third section is north Florida, extending north and west from Ocala. In this colder region of the state camellias and azaleas are most popular. Ligustrum, podocarpus, dogwood, redbud and Magnolia grandiflora are common nursery plants. One need drive only 100 miles north or south in Florida to see distinct changes in vegetation.

Second, the state plant board lists over 4,000 certified nurseries in Florida; however, only 1,500 of these farm an acre or more of land. Since every person growing a few plants for sale must be certified, there are a large number in the list which have production areas of from one hundredth of an acre to an acre. It is reported that 17 per cent of the nurseries produce 70 per cent of all the material sold.

Third, the industry is scattered all over the state because of the need for different climatic conditions to produce the wide range of materials grown. There are, however, several growing centers. Baker county in north Florida has about 1,000 acres devoted to nursery stock. Here are located such nurseries as Blair's, Glen St. Mary, Ponsell's Farms and Southern States Nurseries, Inc. The

major part of this area is devoted to field production, being planted to ligustrum, arborvitae, magnolia, pecans, gardenias and similar materials. Although the soil here, as in most of Florida, is sandy, it balls readily and thus lends itself to this type of production.

The Bradenton-Sarasota region also boasts a sizable nursery industry. Royal Palm Nurseries Corp., Reasoner's Nurseries and Palmer Nurseries are some that are located here. Lychee production is an important item in this area.

Dade County Boom Area

The greatest concentration of nurserymen will be found in Dade county. The housing boom at Miami and in surrounding areas has also created a boom in the nursery industry. Among the many nurseries in the county are Mangus Landscape Nursery, Arvada Nurseries Corp. and Floton's. In this area most of the tropical and subtropical materials are grown. Palms of all kinds, tropical flowering trees and many exotic plants will be found here.

There are other areas too that should be mentioned, such as the Tampa bay area, the lakes region around Winter Haven and the Jacksonville area. All these also have a sizable nursery production.

It would be well for anyone planning a trip to Florida to spend a few extra days visiting some of the nurseries and seeing the extremely wide range of plant materials grown in the state.

TEXAS FOUNDATION ELECTS

At its annual meeting, held June 15 at the Garden Center building, Tyler, Tex., the Texas Rose Research Foundation elected Homer Eikner to succeed the outgoing president, Paul Shamburger, who was elected second vice-president. Carroll Wilson was elected first vice-president and Everett Janne, secretary-treasurer. New directors are Delbert Thompson, M. L. Brooks, Clark Kidd, Paul Shamburger, Everett Janne and Homer Eikner.

Guests for the meeting and the family night party, which marked the beginning of the foundation's 12th year, were John Lemon, Conard-Pyle Co., West Grove, Pa.; Richard Holmes, Jackson & Perkins Co., Newark, N. Y., and Watson Wise, Tyler, president of the Texas Rose Festival Association for 1957.

SHADYBROOKE NURSERY is being started as a retail operation on a 14-acre plot at R. R. No. 4, Box 314, Evansville, Ind.

Research and Teaching Facilities In Florida

By E. W. McElwee



Greenhouses and garden area of the department of ornamental horticulture, University of Florida, Gainesville.

The department of ornamental horticulture at the University of Florida, Gainesville, is an integrated unit in teaching, research and extension. It brings to the undergraduate and graduate teaching program a staff with a wide range of experience and interests and better facilities and opportunities than would be possible if these functions were not coordinated. The department of ornamental horticulture was formed July 1, 1956, when the department of horticulture was reorganized into four separate departments. The turf program from the department of agronomy was transferred to the department of ornamental horticulture.

The four major factors favoring a strong ornamental program at the University of Florida are: (1) Rapidly expanding staff facilities and programs in related fields such as botany, plant pathology, entomology, soil and agronomy; (2) an expanding research program in ornamentals and turf; (3) a wide range of temperate and subtropical climatic conditions, soils and plant materials, which provide ample opportunity for study, and (4) excellent support from a strong, expanding ornamental horticulture industry within the state.

Many students from tropical and subtropical countries, particularly Central and South America, come to the University of Florida for graduate study because of its geographic location, subtropical climate and range of plant materials.

Facilities Available

In addition to the extensive library facilities offered by the main library at the University of Florida, the agricultural library houses 37,000 bound volumes on agricultural subjects and 250,000 documents of the United States Department of Agriculture and of other states. The

physical facilities and equipment available for teaching and research in ornamental horticulture consist of the following on the main campus and at the experiment station located at the horticultural unit near Gainesville.

A greenhouse range of modern construction, consisting of 7,500 square feet of area divided into six 25x50-foot sections, is available for teaching and for research in the production of cut flowers, potted plants, foliage plants and ornamental crops requiring controlled conditions. Twelve hundred square feet of additional greenhouse space is available for joint use by other plant science departments. The greenhouse space is supplemented by adequate and well-arranged head house space, including two laboratories—one for analytical and chemical work and one for the preparation of materials. Convenient laboratories for teaching flower shop, floricultural and ornamental courses and landscape gardening are available in the head house of the greenhouse.

An area of approximately 6,000 square feet of saran and lath shade is available for studying crops that are grown under shade in Florida and for experiments involving the control of light intensity and its interaction with other growth factors. The shade area is supplemented with about 36 acres of field area; approximately one and one-half acres located on the main campus being devoted to flower gardens, rose testing, student nursery and experimental areas, and 35 acres on the horticultural unit being reserved for future use in field experiments with ornamental plants and for a projected arboretum devoted to the testing and evaluation of ornamental plant materials.

The turf plots consist of approximately eight acres planted to varieties and selections of the five commonest species of grasses used on golf courses, recreation areas and home grounds in Florida. An extensive research program is in progress on these five species of grass, and these

[Continued on page 103]



Staff of the department of horticulture at the University of Florida, photographed in Wilmot Memorial Garden: Left to right, Dr. T. J. Sheehan; S. E. McFadden, Jr.; E. W. McElwee, head; Prof. J. V. Watkins; Prof. R. D. Dickey, and Dr. G. C. Nutter. Members not pictured include J. N. Joiner and S. A. Rose.

A. A. N. Convention Plans

Full Program at Miami Beach

CONVENTION HIGHLIGHTS

While Miami Beach, Fla., is one of the nation's most popular vacation and play areas, the regular business program of the American Association of Nurserymen remains a prime reason for attendance at the annual convention July 21 to 25. Earlier announcements of the program topics have undoubtedly shown the degree to which the convention planners have arranged to meet current interests in trade problems and association development. In addition to the general business sessions, the board of directors and the board of governors will both convene at Miami Beach.

The educational program, as usual, combines suggestions for the solution of individual business problems and responsibilities, as well as new ideas for nursery management.

Three round-table discussions are planned for Tuesday afternoon, July 23: (1) Mail-order problems; (2) landscaping, including the advantages and pitfalls involved in garden lighting, and (3) garden store merchandising. The film, "How to Sell Quality," will be shown; then four successful garden center managers will discuss the principles featured in the film. The formation of a Garden Center Association will be discussed immediately after this round-table session.

Amendments to the fair trade practice rules will be presented for consideration by the board of governors. [Continued on page 48]

N. L. N. A. TOUR

The park system of Miami Beach and four private estates will be the points of visit on the usual landscape tour sponsored by the National Landscape Nurserymen's Association just prior to the opening of the annual A. A. N. convention program. This year's tour will be held Sunday afternoon, July 21, starting at 1 o'clock.

Air-conditioned busses will be used for the trip, and the party, which it is hoped will number at least 200, will be divided into groups of 40 or 50 for each bus. Each bus will arrive at a different estate as a first stop and then rotate to the other three locations, so that all estates will be visited by everyone.

Accompanying each group will be a well-informed guide, such as the

superintendent of parks of Miami Beach, the designing architect of the park department and others of like caliber. At each estate either a landscape architect, groundskeeper, or other thoroughly qualified person will be on hand to discuss the various plantings and features. The four estates will be of different sizes, so there will be a variety of features. Fruits, fruit juices, soft drinks and cookies will refresh the visitors at each estate.

The tour should be completed and everyone returned to his hotel by 5:30 o'clock. A nominal fee of \$2 per person will be made to cover all expenses of the tour.

JUNIORS' ACTIVITIES

Enticing vacation features hold happy prospects for the juniors who will accompany their parents or other relatives to the 1957 convention of the American Association of Nurserymen at Miami Beach, Fla. While ocean and pool facilities may be a major attraction for the swimming enthusiasts, the many colorful tourist attractions in the vicinity of the convention site, as well as numerous others that can be readily included in a state sight-seeing tour, are such as have proved richly entertaining diversions for countless Florida visitors. Birds and animals in settings resembling their native habitats, reptiles in exhibition farms, trained porpoises, views of marine wonderlands, Indians in their native villages all offer exciting added highlights to the convention entertainment features in which the younger group usually participates. Important, too, will be the opportunities to view unusual horticultural displays from which valuable information can be gained.

The schedule of events as planned for the juniors in the convention arrangements follows:

SUNDAY, JULY 21

1:00 p. m.—Buses leave Hotel Fontainebleau for glass-bottom boat trip.

8:00 p. m.—Hospitality, water show and dancing, Eden Roc hotel.

MONDAY, JULY 22

12:30 p. m.—Keynote luncheon. Address "What's Right with This Country," by Boyd Campbell, chairman, executive committee of the board of directors, Chamber of Commerce of the United States.

2:30 p. m.—Buses leave Hotel Fontainebleau for Seaquarium, then continue

to Crandon park on Key Biscayne for a beach supper.

TUESDAY, JULY 23

12:15 p. m.—Buses leave Hotel Fontainebleau for Parrot Jungle trip.

Tuesday night—Free time.

WEDNESDAY, JULY 24

2:00 p. m.—Pool party, Hotel Fontainebleau pool; snacks, games and prizes.

7:00 p. m.—Past presidents' banquet, entertainment and dancing.

THURSDAY, JULY 25

8:00 a. m.—"Cracker breakfast," music and entertainment.

12:30 p. m.—General luncheon. Address, "Pink Pills for Pale People," by H. Wayman Parker, Merck, Sharp & Dohme, Jacksonville, Fla.

WOMEN'S ENTERTAINMENT

Miami Beach, in the Sunshine state, offers the ladies attending this year's A. A. N. convention a glamorous background for the varied features in which they will participate. The Hotel Fontainebleau headquarters and other hotels which will house the conventioners are located in settings that offer all types of relaxing vacation pleasures, while the resort city as a whole, as well as adjoining Miami, is notable for its shopping and dining spots.

The Ladies' Auxiliary luncheon, meeting and fashion show, always an outstanding event for the women, will be held in the Cafe Pompeii of the Eden Roc hotel Tuesday, July 23. A schedule of the other affairs in which the ladies will join—hospitality periods, luncheons, the past presidents' banquet, a tour and so on—follows:

SUNDAY, JULY 21

4:00 p. m.—Reception.

8:00 p. m.—Hospitality, water show and dancing, Eden Roc hotel.

MONDAY, JULY 22

12:30 p. m.—Keynote luncheon. Speaker: Boyd Campbell.

2:30 p. m.—Buses leave Hotel Fontainebleau for the Seaquarium, then continue to Crandon park on Key Biscayne for a beach supper.

TUESDAY, JULY 23

12:30 p. m.—Ladies' Auxiliary luncheon, annual meeting and fashion show, Cafe Pompeii, Eden Roc hotel.

Tuesday night—Free time.

WEDNESDAY, JULY 24

7:00 p. m.—Past presidents' banquet, entertainment and dancing.

THURSDAY, JULY 25

8:00 a. m.—"Cracker breakfast," music and entertainment.

12:30 p. m.—General luncheon. Speaker, H. Wayman Parker.

A. A. N. 82nd Annual Convention

Hotel Fontainebleau, Miami Beach, Fla. — July 21 to 25, 1957

FRIDAY, JULY 19

- 9:00 A.M. A. A. N. board of directors, Civic room.
9:00 A.M. Ornamental Growers' Association, stock committee, North Card room.
2:00 P.M. Fruit Tree Growers' Association, stock committee, North Card room.

SATURDAY, JULY 20

- 9:00 A.M. National Landscape Nurserymen's Association, executive committee, North Card room.
10:00 A.M. Ornamental Growers' Association, South Card room.
2:00 P.M. Fruit Tree Growers' Association, South Card room.

SUNDAY, JULY 21

- 8:00 A.M. National Landscape Nurserymen's Association, breakfast meeting, Rosewood room.
9:00 A.M. All-America Rose Selections, Civic room.
10:00 A.M. Convention site committee, South Card room.
1:00 P.M. Juniors' glass-bottom boat trip. (Buses leave from Hotel Fontainebleau.)
2:00 P.M. Market development and publicity committee (general meeting of all regional committeemen), Rosewood room.
4:00 P.M. Ladies' Auxiliary reception, card rooms.
8:00 P.M. Hospitality night—Water show and dancing, Eden Roc hotel, Cabana Club.

MONDAY, JULY 22

- 8:00 A.M. Baby Ramblers, breakfast meeting, Rosewood room.
8:00 A.M. Caucus of delegates, region I, Poodle room.
Caucus of delegates, region II, North Card room.
Caucus of delegates, region III, South Card room.
Caucus of delegates, region IV, South Card room.
Caucus of delegates, region V, North Card room.
Caucus of delegates, region VI, Boom-Boom room.
9:00 A.M. National Association of Plant Patent Owners, Civic room.
9:00 A.M. A. A. N. general session, La Ronde room.
Report of credentials committee.
Certification and roll call of delegates.
9:15 A.M. President's address, by Clyde H. Stocking.
9:45 A.M. Treasurer's report, by Valteau C. Curtis.
10:00 A.M. "The 85th Congress and the A. A. N.," by Ellis E. Meredith, administrative assistant.
10:30 A.M. Report of A. A. N. group insurance, by Curtis H. Porterfield, secretary.
10:50 A.M. Report of the market development and publicity committee, by Richard Wyman, Jr., chairman, and H. P. Quadland, director of public information.
11:30 A.M. Roll call.
11:35 A.M. Presentation of proposed amendments to bylaws.
11:45 A.M. Nomination for officers for 1957-58—Directors, regions II, IV, VI and at large; president, vice-president and trustee.
12:30 P.M. Keynote luncheon: "What's Right with This Country," by Boyd Campbell, chairman, executive committee of the board of the Chamber of Commerce of the United States, Fleur-de-Lis room, Rosewood room and Rosewood terrace.
Norman Jay Colman award presentation.
Industrial landscaping award presentations.
2:30 P.M. Buses leave Hotel Fontainebleau for Seaquarium.
5:30 P.M. Buses leave Seaquarium for Crandon park for beach supper. (Buses return to the Hotel Fontainebleau at 8:30 P.M.)

TUESDAY, JULY 23

- 8:00 A.M. National Landscape Nurserymen's Association, South Card room.
9:00 A.M. All-America Camellia Selections, Civic room.
9:00 A.M. American Nurserymen's Protective Association, Rosewood room.
9:30 A.M. A. A. N. general session, La Ronde room.
9:45 A.M. Plan for expansion of A. A. N. activities and services.
9:50 A.M. (1) Presentation of proposal of N. L. N. A.—Allan Dalsimer, president.
10:05 A.M. (2) Report of A. A. N. board of directors' liaison committee, by Vernon Marshall, chairman.
10:20 A.M. (3) Presentation of revision of A. A. N. organization, by Richard P. White, executive vice-president.
10:30 A.M. Discussion.
11:00 A.M. Report of A. A. N. highway committee, by C. S. Burr, chairman.

- 11:20 A.M. "41,000 Miles of Roadside," by Oliver A. Deakin, New Jersey state highway committee.
11:40 A.M. Film, "Highway Dollars and Sense."
12:15 P.M. Juniors' trip to Parrot Jungle.
12:30 P.M. Ladies' luncheon, style show and business meeting, Eden Roc hotel, Cafe Pompeii.
2:00 P.M. Round-table discussions.
Landscape, Rosewood room.
Garden Lighting:
"Influence on Plant Growth," by Dr. W. E. Snyder, Rutgers University, New Brunswick, N. J.
Equipment and Mechanical Techniques.
Discussion.
Garden Store Merchandising, South Card room.
Selling Quality:
Film, "How to Sell Quality."
Panel presentation.
Mail-Order, North Card room.
Presentation and discussion of proposal to affiliate with the A. A. N.
4:00 P.M. Garden store organization meeting, South Card room.
6:00 P.M. National Landscape Nurserymen's Association, supper meeting, Rosewood room. Slide talk, "Indoor-Outdoor Landscaping."

WEDNESDAY, JULY 24

- 8:00 A.M. National Landscape Nurserymen's Association, executive committee breakfast, Rosewood terrace.
8:00 A.M. National Mail Order Nurserymen's Association, breakfast, Rosewood room.
9:00 A.M. A. A. N. general session, La Ronde room.
Roll call.
9:15 A.M. Fair trade practice rules: Proposed amendments, by Clark Kidd, chairman, trade practices and ethics committee, and James Horton, special counsel.
10:15 A.M. Report of A. A. N. research committee, by George Rose, chairman.
Progress report on northeastern regional research project on marketing nursery stock, by Powers Taylor, vice-chairman, northeastern regional research subcommittee.
"Association-State Cooperative Programs," by Dr. L. C. Chadwick, Ohio State University, Columbus, O.
11:00 A.M. Address, "Your Competitor—Uncle Sam," by Joseph F. Leopold, National Associated Businessmen, Inc., Dallas, Tex.
Election of officers.
11:40 A.M. Exhibitors' luncheon, Rosewood room.
12:30 P.M. A.A.N. board of directors' meeting, Civic room.
2:00 P.M. Nursery Association Secretaries, South Card room.
2:00 P.M. Juniors' pool party.
7:00 P.M. Past presidents' banquet, entertainment and dancing, Fleur-de-Lis room, Rosewood room and Rosewood terrace.

THURSDAY, JULY 25

- 8:00 A.M. "Cracker breakfast," music and entertainment, Fleur-de-Lis room, Rosewood room and Rosewood terrace.
10:00 A.M. A. A. N. general session, La Ronde room.
Roll call.
10:15 A.M. Report of necrology committee, by F. H. Kilner.
Reports of special committees:
1957 convention, by Gervin Pringle, chairman.
Convention site committee,
1959—Region I, by Richard Wyman, Jr., chairman.
1960—Region III, by Harry Malter, chairman.
Great Plains forestry committee, by John J. Pinney, chairman.
11:00 A.M. Unfinished business:
Bylaws amendments.
1957-58 general budget.
1957-58 market development and publicity budget.
Confirmation of Dallas as 1958 convention site.
Announcements, 1958 convention—Jack Jones, general chairman.
Invitations for 1961 and subsequent years:
Washington, D. C., by J. H. Burton, Maryland, and Bert Shoosmith, Virginia.
Denver, Colo., by Scott Wilmore.
12:30 P.M. Sine die luncheon. Address: "Pink Pills for Pale People," by H. Wayman Parker, Merck, Sharp & Dohme, Jacksonville, Fla., Fleur-de-Lis room, Rosewood room and Rosewood terrace.



R. E. (Ed) Brown



Gervin W. Pringle



John Fraser III

Who's Who on Convention Committees

On the afternoon of July 25, after the last session of the 82nd annual convention of the American Association of Nurserymen at Miami Beach, delegates will appreciate the knowledge they have gained from the informative talks and discussions and the pleasant hours they have spent at the recreational events of the meeting. They may not, however, appreciate the fact that the convention was a 5-day testimonial to the truth of the adage that a busy person is the one to trust with an important job.

Those A. A. N. members who were charged with planning and producing an interesting, enjoyable convention are among the busiest members of the Florida nursery trade. After the daily work at their own nurseries, they find time to maintain active membership not only

in the A. A. N., but also in the state and regional groups of the Florida Nurserymen and Growers Association, in other trade and horticultural organizations and, many of them, in civic and benevolent groups in their home communities.

So that A. A. N. members may realize the part that these planners had in the Miami Beach convention and may become better acquainted with them, the following biographical sketches are presented.

General Chairman

General chairman of the 1957 convention is Gervin W. Pringle, president of the Florida Nursery & Landscape Co., Leesburg. A native Floridian, Mr. Pringle attended the University of Florida, Gainesville. In 1928 he and his associates founded the firm of which he is president. De-

spite the depression period, the firm has grown consistently and now serves all of central Florida, with the main office located at Leesburg and branch offices at Ocala and Winter Park.

Mr. Pringle is one of the founders, as well as a past president, of the Florida Nurserymen and Growers Association and is now a member of the board of directors.

At present he is serving as treasurer of the National Landscape Nurserymen's Association, as a member of the market development and publicity committee of the American Association of Nurserymen and as chairman of the A. A. N. region II subcommittee.

He is a member of the Southern Nurserymen's Association, Florida Agricultural Council, American Orchid Society, American Holly So-



Richard C. Johnson



T. Ralph Taylor, Jr.



J. H. Popham, Jr.



Peter Shoemaker



John H. Powell



Myrtle Armstrong

ciety, Florida Society of Park Board Executives, American Seedsmen's Association and the Soil Science Society. He is a past president of the Florida chapter of the A. A. N. and is a member of the survey committee for the state of Florida on the burrowing nematode.

His other business interests include citrus groves, oil and Florida real estate. His hobby is a rock collection, which includes interesting specimens from many states.

Mr. Pringle married the former Grace Turner and they have three married daughters, five grandsons and two granddaughters. He is active in the First Baptist church of Leesburg, where he is on the board of deacons and also teaches a class of adult men in the Sunday school.

Vice-Chairman

R. E. (Ed) Brown, vice-president and general manager of Goochland Nurseries, Inc., Pembroke, Fla., journeyed to Florida at the age of 18 from his home in Kentucky shortly

after the death of his parents. Working first in a citrus grove and attending business school, he was soon employed by the Haven Floral Co., Winter Haven, Fla. He later obtained greenhouse experience at Neisner's, Johnstown, Pa., and flower shop experience at Lexington, Ky., before returning to Florida in 1934 as supervisor of a private estate near Lake Wales. He remained in this position until just prior to World War II, meeting and marrying Louise Vernon, of Tampa, Fla., in 1939.

After serving three years in the army in the Hawaiian islands, Mr. Brown returned to Florida in 1945 and purchased the Lake Wales Flower Shop. Two years later, he and his associates incorporated the Goochland Nurseries.

President of the Florida chapter of the American Association of Nurserymen, Mr. Brown is serving both as vice-chairman and as transportation chairman of the Miami Beach convention. He was the first



Mrs. T. Ralph Taylor, Jr.

vice-president of the Florida Nurserymen and Growers Association, taking office when that group was formed, and now acts as its director at large. He is a past president of the Fort Meade chamber of commerce and serves as chairman of the Fort Meade zoning and planning

[Continued on page 153]



John Hutton



Mr. and Mrs. Roy Rood



Ruth Stuart Allen

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Tips for Better Landscapes

Lindens for the Landscape

Clarence E. Lewis

Long Island Agricultural and Technical Institute, L. I., N. Y.

The American linden, *Tilia americana*, is an important tree in the southern section of the beech and maple-dominated forests and can be found in Wisconsin, central and southern New York and New England, Michigan and northern Pennsylvania. The beech-maple forest is the climax or end of a sequence of plant associations that may have had its origin in an abandoned pasture. The linden occurs mostly where there is less of a forest crown or along the edge of these woodlands.

Native American lindens also include the best tree linden, *Tilia heterophylla*, found in the southern half of the country; Florida linden, *Tilia floridana*, which is not restricted to the state of Florida; Quebec linden, *Tilia neglecta*, found in the extreme north and south to Mississippi, and about 11 more. *Tilia* is the ancient Latin name for linden, and its origin seems obscure.

Three good lindens come to mind when one thinks of the picturesque members of the group. The most widely used is probably the little-leaved linden, *Tilia cordata*, which had its origin in Europe and has been planted as a shade tree there since ancient times.

The small-leaved or little-leaved linden accumulated a collection of species names over the years and these include *T. parvifolia*, *T. micro-*

phylla, *T. silvestris*, *T. ulmifolia* and *T. europaea*, the last of which is usually associated with the European linden, a hybrid of *T. cordata* and *T. platyphyllos*.

As on many other trees, the branches of this linden are not often round, but have a rather flat surface on one side, sometimes two sides of the limb. The branches also have a tendency to break at sharp angles as may be observed in illustration A, and there is often a crowding of lower branches, which can be detrimental to the tree over a period of years. When so many branches are present, some must give way to others, and so a pruning job becomes necessary.

There are those who consider *T. cordata* a small to medium-size tree (less than 40 feet), and it is so for years, but it can grow to 70 feet or more in time. Its slow growth recommends it for many home grounds. Another recommendation is that the spread is not extreme—generally not over 35 feet during the first 30 years, usually less.

Illustration B shows a 20-foot, 20-year-old specimen that has been pruned so that one may walk beneath the lowest branches. Illustration C gives an example of the same species that has been allowed to grow without pruning during the past 15 years. This dense specimen is ap-

proximately 35 years old and has attained a height of 30 feet. The little-leaved linden can be used in many ways as a lawn tree or may be effectively placed as a pruned screen. Pruning encourages dense growth, and an attractive, tight-appearing plant or large hedge results. There is a pyramidal variety, *T. cordata pyramidalis*, that possesses a narrow form and is usable for narrow streets where aerial space is a problem.

Leaf Characteristics

The leaves are similar in shape to those of most other lindens, but they are thinner and have a blue-green to glaucous back. Illustration D exaggerates the leaf size a bit, because most *T. cordata* leaves are smaller than these specimens. Veining is generally not so prominent as it is in many other species. The foliage is attractive and not so coarse that the tree would dominate a home or its surroundings. This is an important consideration for the landscape planner.

There is no problem of hardiness because the little-leaved linden has withstood temperatures lower than 30 degrees below zero.

It is among the last of the lindens to flower, usually displaying its fragrant, yellowish-white flowers on Long Island during late June. There is nothing outstanding about the



Illustration A—Branches of the little-leaved linden that are left unpruned become numerous and pendulous.



Illustration B—*Tilia cordata* can be treated so that one may easily walk beneath its lowest branches.



Illustration C—The little-leaved linden shown became an exceedingly dense form that was difficult to penetrate.



Illustration D—Leaves of *Tilia cordata* are thinner than those of most other lindens, and the veins are not so deeply embedded.



Illustration E—Leaves at the left are from *Tilia petiolaris*; the shorter-petioled ones at the right are from *Tilia tomentosa*.

flowers, but they nevertheless are attractive—if not to man, then certainly to the bees.

Tilia cordata has appeared on many lists as one of the best trees for street and lawn planting, and it rightly deserves such distinction because of its adaptability to a wide range of landscape situations. In one or two cases, trees have been killed by soil compaction resulting from cars' consistently parking near them or driving over the root areas. The death of these trees may not have occurred entirely from this compaction, but it was a contributing factor.

City conditions of dirt and smoke have not seriously damaged this linden nor some of the others. It has been combined with Norway maple in street plantings. This may not be highly recommended, but there were no ill effects along the several streets which I observed. There is a considerable difference in the time at which these two trees produce their new leaves, with the Norway maple preceding the linden by about three weeks.

Two Silver Forms

Two other lindens of attractive forms are the silver linden, *Tilia tomentosa*, and the weeping silver linden, *Tilia petiolaris*. There is a marked difference in the forms of the two trees as may be seen by comparing the silver linden in illustration F and the weeping silver linden in illustration G.

The compact oval form of *Tilia tomentosa* does not make for wide versatility, but the tree has been successfully used in street and park plantings and on large home grounds where a variety of trees can be used. The distinct pendulous branching habit of *Tilia petiolaris* is in sharp

contrast with its silver-leaved associate.

There are features that accentuate the forms of these two lindens. Illustration E shows the leaves of *Tilia petiolaris* at the left, and on the right are leaves of *Tilia tomentosa*. The weeping silver linden has petioles (leaf stalks) that are in many cases twice as long as those of the silver linden. This is not true of all leaves of both species, but it is a good comparison to rely on, particularly with end leaves. In many cases the upright species shows a more pronounced silver pubescence on the back of its leaves and a rounder leaf form than does the weeping species.

One Tree Sired Species

Both trees are from eastern Europe, but all plants of the weeping species now in cultivation were developed from a single specimen found many years ago in a garden at Odessa, which is on the Black sea

in southwestern Ukraine. It has been listed by such other scientific names as *Tilia tomentosa pendula*, *Tilia alba* and, strange as it may seem, *Tilia americana pendula*.

The long leaf petioles of the weeping linden make the pendulous habit even more pronounced, while the shorter silver linden petioles accentuate the dense appearance of that species. *Petiolaris*, used as the second part of a scientific name, indicates that the plant in question possesses leaves with unusually long stalks. This is, of course, why such a name was affixed to the weeping silver linden.

Another reason that these two trees are different from most other lindens is that they have a silvery fuzz on the petioles, on the backs of the leaves and often on the tips of the young stems. Both species are large trees and grow in time to 75 feet, but not overnight. I remember

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Illustration F—The form of the silver linden may be comparable to that of some sugar maples, though the compact form reduces the tree's versatility.

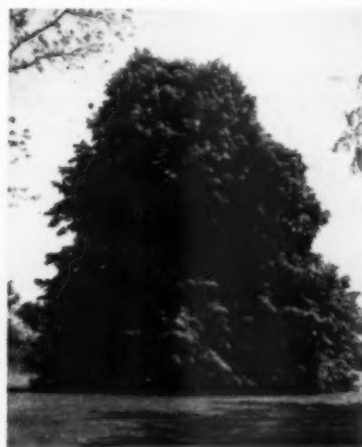


Illustration G—The weeping silver linden is a picturesque tree when its lower branches lie on the ground. The tree requires room to grow.

More Efficient Management Of a Nursery Business

By R. S. Nuttall, L. L. Boger and D. P. Watson

Michigan State University, East Lansing, Mich.

The investigation reported here was designed to assist nurserymen to study their profit and loss, and the results are intended to serve as a guide for others who experience similar problems of financial management.

Numerous interviews were conducted to record the attitudes, opinions and ambitions of one nurseryman, Mr. X. Records of sales for the past three years were obtained, and an attempt was made to compare his system of operation with the established business practices recommended by agricultural economists, marketing research workers, advertisers and management consultants. In the general treatment of this subject, all items that are ordinarily sold in garden supply stores, such as tools, spray materials and fertilizers, are included with the sale of evergreens, deciduous shrubs, vines, ground covers, shade and fruit trees and small fruit plants.

Nursery products are generally moved from the producer to the consumer or from the producer to the retailer to the consumer. The channels of distribution are shorter than

for some industries because of the perishability of most of the products and the lack of knowledge about cultivation and growing plants.

The nurseryman, Mr. X., under study felt that profits were a necessary part of a business operation but that, for a successful business, personal desires, satisfaction and community service were placed above the profit motive. He did not make a study of the capital needed to start a business, nor did he have a definite plan for his business. In choosing the area of location, he considered personal desires. The location within this area was chosen because of the quality of the soil. After an original site proved unprofitable and a change of location became necessary, the market potential was given more consideration.

His interest in and fondness for plants were probably the strongest factor in his decision to enter the business.

All of the functions of organization, direction of staff and control of operation were performed by Mr. X. himself.

Pricing was on a basis of estab-

lished customs and was guided by the price lists of other nurseries. Pricing on an accurate cost basis was not practiced, because no analyses of costs were available.

His credit investigations of customers were confined to bank references and word-of-mouth reports from associates; he used the credit bureau merely as a collection agency. Written contracts were rarely required with retail or wholesale customers. The accounting system was set up by a local bookkeeping service, but from his accounting system it was not possible to determine accurate costs. The accounting was not fully understood by Mr. X. himself, who felt that its primary use was for purposes of tax reports.

Lacked Market Study

The amount of production was based merely on an estimate of what might be in demand in years to come without any market study to confirm the validity of this estimate.

The public relations program had been extensive. Tours of the nursery were encouraged. Memberships in local organizations and church were considered essential; however, the majority of the public relations endeavors were directed toward the retail sales, but the majority of the gross income was provided by wholesale sales.

It is believed that the nature of this business is typical of many nurseries of comparable size in the surrounding area.

Suggestions for Management

As a result of the foregoing information, the following general suggestions and recommendations concerning business practices were sent to Mr. X. in an effort to assist his business program in general.

Yardsticks for Success: Profits are perhaps the best measure of success, but a combination of good profits, a degree of personal satisfaction, a dynamic and flexible structure and a high morale of the employees are all points to consider in business success.

Assets in Management: A good location is important when starting a nursery business because location is the least mobile and the least adjustable of all factors. The steps in choosing the location involve the choice of an area within a region and the site within the area. In nursery production the climate of the region and area, as well as the personal desire of the owner and his family, should be considered.

Some of the most important factors in choosing a location are: The type of industry in the area; the

[Continued on page 90]

QUESTIONS THAT MUST BE ANSWERED IN A STUDY OF THE MARKET

| Product | Channel of Distribution | Market |
|--|--|--|
| | What? | |
| What are the characteristics of the product? | What are the existing channels of distribution? | What class of consumers uses the product—families, industries? |
| | When? | |
| When is the product used—seasonally, weekly, daily? | When are these channels in operation and most effective? | When is the demand most active? |
| | Where? | |
| Where is the product used—city, country, north, south? | Where are these channels; do they differ in different sections? | Where is the market for the product? |
| | How? | |
| How is the product used—purpose, application, function, service? | How do the channels operate to dispose of the product; advantages of mail-order, wholesale, direct sales? | How is the market organized; of what elements is it composed (overlaps with "what")? |
| | Who? | |
| Who uses the product—men, women, institutions, department stores, manufacturers (overlaps with "what market")? | Who are the persons or institutions who get the product to the market—characteristics, peculiarities? | Who are the usual consumers of the product (overlaps with "who" under "product")? |
| | Why? | |
| What is the principal reason for the use of the product—utility, beauty, size, shape, convenience? | What are the reasons for the continued use of existing channels? Is there a better method of distribution? | Why is the market limited, or is it unlimited? Do certain sections of the market seem neglected? |

Tools and Equipment at Ida Cason Callaway Gardens

By Fred C. Galle

Horticultural Director

The establishment, development and maintenance of a 2,500-acre garden require the use of numerous types of equipment. An article in the December 15, 1956, issue of the *American Nurseryman* told of the development and plans for the Ida Cason Callaway Gardens, Chipley, Ga., but did not include anything on the equipment and maintenance. There has been a great deal of interest in the equipment used in the horticultural work at the gardens, and it is felt that it would be well to describe it for the benefit of others.

We at the gardens do not claim to be engineers in developing particular machines for various uses, but we do have a very good maintenance shop and a good maintenance foreman, with whom the other foremen work to see how they can speed up operations and, if possible, to do it with mechanized equipment.

One real laborsaving device that we have been using for several years is a soil auger, mounted on the rear of a Ferguson or Ford tractor. We have augers from six inches to 24 inches in size and, on the average, can drill from 300 to 400 holes per day, which is equivalent to about 1 day's work for a crew of 20 men.

Soil Mixer

We prepare our own planting soils and use somewhere from 300 to 400 loads of prepared soil each planting season. Our normal planting schedule includes the placement of 15,000 to 20,000 permanent plants each year. We use a standard tractor with a front-end loader to mix the soil, but we are, unfortunately, in an area where there is not a great deal of farm manure available; so we have had to do our own compost preparation.

We use side-delivery rakes to aid in the collecting of green material which we can compost. One difficulty was that we were unable to get the material chopped fine enough to speed its rate of decomposition. We do have a small standard soil mixer, but this was not large enough to handle the 100 tons of material that we normally have available for composting.

Then we thought of making up our own compost cutter. We made up a unit which is similar to a large

hammer mill. It is mounted on a 2-wheel trailer and is driven from the power take-off on the tractor. An illustration shows the side view of this unit, and, while there might be critical comment on the belt-driven apparatus, I shall simply explain that we were using pulleys that were available at our shop and most of the material was iron that was picked up, which helped us to make a cheap yet rugged piece of equipment.

By using the power from the tractor for this purpose we have more use from the tractor, and there is sufficient power from it to handle all the material that we have been able to put through it. We wish now that we had made the unit larger and made it so that it would be easier to handle with a tractor and front-end loader. But we were building with the material available, and the illustration shows the unit that resulted. Later, we wished to use this machine to grind up corn cobs; so we took heavy iron matting and put it at the discharge end to help reduce the material into finer particles.

Grass Chopper

We have not put this machine to all the uses that it might have, but we have used it to mix soils and also to shred Bermuda grass in order to get sprigs for establishing new lawns. Bermuda grass sod was dug with a sod cutter, and large chunks of it were then dropped through the machine. Normally, the first time, the process removes all the soil from the grass and, the second time, the process separates the grass into sprigs that are easy to broadcast into open



Side view of tractor-driven compost grinder. The metal screen can also be attached at the discharge end for breaking material smaller.



Asplundh chipper unit in operation. During the time it is not being used for irrigation, the water pump is removed from the unit.



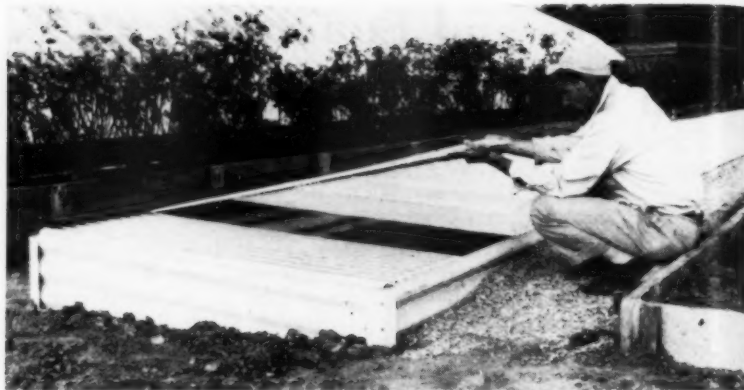
One of the two irrigation pipe trailers, showing storage compartments below.



Leaf Mulch Suction Machine, with 12-inch Rubber Hose at Rear



Rotary mower that was modified by the gardens to make an off-side cut.



Ben Pace, greenhouse foreman at the Ida Cason Callaway Gardens, inspects cold frames constructed of Transite-Corrulux.

areas where they can be plowed under in establishing a lawn.

All-Purpose Equipment

There has been a great deal of interest and advancement in all-purpose equipment, and, of course, that is one of our major aims. For if we can have a piece of machinery that can do more than one job, it certainly is beneficial to us—particularly so, since we are operating on a budget and are trying to do the most in maintenance and development that is possible. We are looking for equipment that may have more than one purpose.

We had, as a piece of standard equipment, an Asplundh 9-inch chipper that was mounted on an H frame, to be used in front of the Farmall tractor. Every time the chipper was to be used, the front-end loader first had to be removed, and then the chipper had to be at-

tached, which involved about a day's time.

We found a used Continental motor and an old trailer frame and made up a power unit with its own trailer, and then, after having this available, we decided to use the same motor for irrigation purposes. Now, in a matter of 15 minutes, we can change belts from the chipper unit to a water pump, and it is possible to use the motor nearly the year around. Normally, we are chipping brush in the fall and winter and, of course, using the irrigation in the summer. This gives us one motor handling two pieces of equipment, which is certainly better utilization of it, and we have less trouble with the motor's freezing or being difficult to start after long idle periods.

We have approximately three-fourths mile of portable irrigation pipe, in 2, 3 and 4-inch sizes, and trailers are necessary to move this

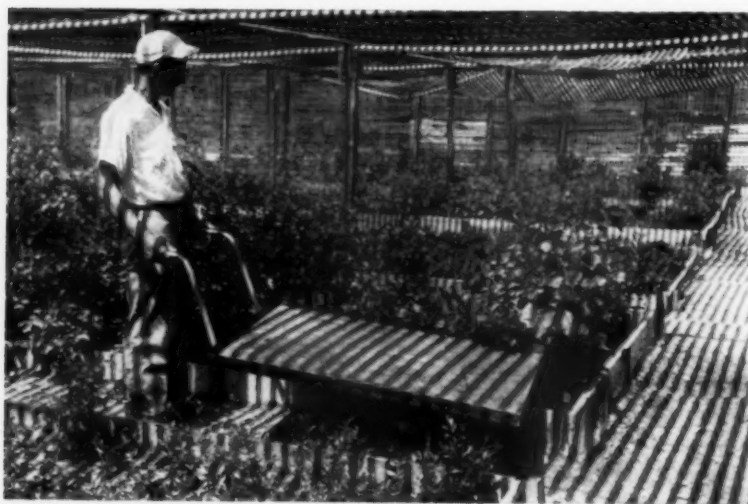
pipe around. An illustration shows one of the types of trailers made from an old wagon carriage. The pipes are enclosed in rubber hose standards, and underneath the trailer are boxes for the standpipes and sprinklers, and there are other boxes for the elbows, joints and fittings that are normally used in irrigation work.

Mulch Collector

The collection of mulch for 15,000 plants put in each year, plus mulch to replenish plants placed during previous years, is a tremendous job. Normally, we did much of this work by hand, but we soon thought that perhaps a suction machine could speed up the operation. Although we were unable to get much help with the type of fan to use, we tried a 25-inch industrial fan, and it works out well. Two men now are collecting mulch in one day that previously required six men to collect.

The unit is mounted on its own trailer, powered with a 20-horsepower V-4 Wisconsin motor, which can, also, be used for irrigation purposes by removing the fan and rear portions from the trailer and mounting a water pump. First, we started using the suction fan with 6-inch rubber hose, but found that there was too much suction and the small hose was stopping up; so we then went to a 12-inch rubber flexible hose for our suction end and on the discharge end used a leather flange, for flexibility, and a galvanized pipe. The mulch is blown into an enclosed metal dump truck. It is possible that we could have used a larger fan, but we were experimenting and are not in an area where we can get leaves from cities, but have to depend on leaves from the drives within the gardens and along fire trail roads and county roads, where many times

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Plant carrier or can cart, with narrow wheel base, shown with 7-inch sides removed. Depicted is work lath house No. 3 within the gardens, made with snow fencing for overhead shade and timber bamboo for supporting members.

Growers' Talks Highlight Louisiana Short Course

By James A. Foret

The annual nurserymen's short course sponsored by Southwestern Louisiana Institute and the Louisiana Association of Nurserymen was held June 3 to 5 on the S. L. I. campus, Lafayette, La.

Prof. Charles Arny, associate professor of agricultural economics at S. L. I., speaking on "Some Economic Aspects of the Ornamental Horticulture Industry," stated that the most important limiting factor for the sale of products of ornamental horticulture is man's disposable income.

The disposable income in Louisiana and in the entire country has more than trebled since 1935. In addition to the fact that market possibilities increase with disposable income, Professor Arny said, the market outlook becomes even more favorable as more people reach higher income levels, because, in general, a larger proportion of their income is spent for things other than food, clothing and shelter.

Professor Arny cited dollar volume increases in the wholesale nursery business in Louisiana as evidence of the increasing demand for the nursery trade's luxury goods. He stated that the wholesale income in Louisiana increased from \$748,600 in 1949 to \$3,350,000 in 1955, the most rapid growth recorded in 13 southern states.

One of the most important factors

affecting the profitable operation of the nursery is the cost of labor, Professor Arny said. Labor efficiency may be increased by planning work ahead of time and by setting up job standards. Thorough instruction and demonstration of operations to be performed is essential to worker efficiency. The employer may also find it effective to encourage a competitive spirit, to tell workers of his appreciation for a job well done, to take an interest in his workers' welfare and to adjust wage policies to provide financial incentives to greater efficiency.

The latter part of the Monday afternoon program was devoted to a talk by E. L. Thomas, Carbide & Carbon Chemicals Co., Houston, Tex. Limitations of land areas has made it necessary for nurserymen to utilize their land areas more efficiently, Mr. Thomas said, and soil fumigation to eradicate weeds, diseases and nematodes permits the intensive re-use of land for the production of horticultural crops. Among the effective soil fumigants that Mr. Thomas listed were Crag Mylone, Dowfume MC-2 and vapam. He cautioned the growers about proper soil temperature, sufficient moisture for seed germination and the necessary waiting period required by all fumigants mentioned. He then passed out performance data on these materials and showed

slides demonstrating soil fumigation with Crag Mylone.

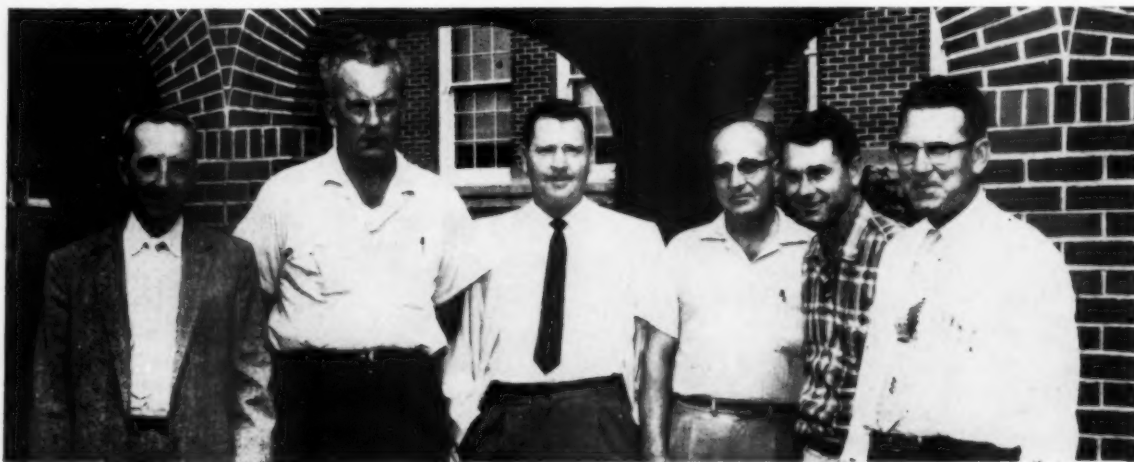
Dr. Raymond Self, pathologist, Alabama experiment station, Spring Hill, addressed the group Tuesday morning on "Important Diseases of Nursery Plants." Dr. Self began his talk by reminding the members of their moral responsibility to sell each customer healthy, disease-free nursery stock that will continue to grow well after planting.

Combat Plant Disease Early

Disease control is always expensive, he said, but elimination of disease trouble early in nursery production is the least costly method of control. As examples of early control measures he cited culling liners infected with root rot and spraying liners of such plants as *Magnolia grandiflora* and loquat to combat leaf diseases. These operations also result in faster growth of the plants when lined out or canned.

Dr. Self suggested the following program for producing clean nursery stock: (1) Collect seed from healthy, disease-free plants. (2) Treat seeds with captan or Arasan and sow in sterilized soil. (3) Check seedlings closely for disease symptoms and spray or rogue. (4) Keep captan, Manzate, Xymel and a copper fungicide on hand to spray on liners. One of the all-purpose dusts containing insecticides and fungicides may be used for plants on which dusting is more effective than spraying.

Dr. Self then discussed the phytophthora root rot, which is one of the most widespread soil diseases and is known to attack over 117 species of plants. Poor drainage and high moisture content of the soil favor the growth and spread of this disease, he stated. For preventive



Attendants at the Louisiana nurserymen's short course held last month at Lafayette: Left to right, Prof. Robert White, Steve Clifford, Eldon Cleveland, E. L. Thomas, Dr. Raymond Self and Hoyt Nation.

control of the fungus, he suggested the provision of adequate drainage, soil fumigation and the incorporation of one ounce of copper sulphate or copper "A" in each 10 square feet of bed or five cubic feet of potting soil. He warned the growers, however, that the suggested application of copper should be made on small areas first to test plant tolerances.

Irrigating Small Areas

Addressing the group on "Irrigating Lawns and Other Small Areas," Steve Clifford, Gustines Sales & Service, Shreveport, advised buying a system designed to fit each particular location. He stated that properly designed irrigation systems will save labor, water and unnecessary troubles. He quoted figures from a recent survey showing that the average homeowner-gardener reduces his water bill by \$5 a month with a properly designed irrigation system.

Mr. Clifford then demonstrated to the group the advantages of a tri-

angular design over the rectangular design of conventional sprinkler head installations. By staggering the sprinkler heads in adjacent rows one obtains better overlapping of sprinkler patterns and eliminates dry areas.

He concluded by cautioning all nurserymen against installing sprinkler systems in cities without placing a vacuum breaker between the irrigation system and the water source as a precaution against contamination of the city water system.

Hoyt Nation, Dow Chemical Co., Midland, Mich., addressed the group on "Nematode Control in Nursery Soils." Noting that nematodes were known to cause plant diseases as early as 1743, he stated that today there are over 100 kinds of nematodes known to feed on plants. Crop rotations are ineffective, the speaker continued, because grasses and other plants that were thought to be resistant are actually affected by the

[Continued on page 140]

storage area, has facilitated greatly the handling of a steadily growing demand for Oregon-grown stock.

Myrtle Caldwell, who has been with the firm for more than 20 years, handles all of the bookkeeping and is general office assistant. Paul Van Allen, secretary-treasurer, joined the firm in 1945. In his capacity of assistant manager he is in charge of all shipping and packing operations and company property.

The warehouse crew is composed of men who have been with the firm for several years and are experienced in the careful handling and shipping of nursery stock.

As the company's business volume increased, the effort has been made to add trained personnel to provide improved service to customers. William Gerber, who joined the firm three years ago, has charge of stock records, and all orders for nursery stock are processed through him. He is ably assisted by Roy Ray.

Latest developments have been in the supply department, which has been greatly expanded to handle desirable nursery equipment and supplies. W. P. "Pete" Nuffer is manager of this department, assisted by Hugh Van Allen.

George Caldwell is manager of the wholesale salesyard, an area established as an accommodation for customers who wish to call for their stock.

The firm handles a broad line of stock, including fruit tree seedlings, small fruits and nuts, shade and flowering trees, deciduous shrubs, evergreen trees and shrubs, vines and roses and perennials. A. H. Steinmetz strongly declares his optimism for the future of Oregon-grown quality stock on which the business has developed.

Fifty Years for Portland Firm

At Portland, Ore., this year, the Portland Wholesale Nursery Co. is marking its 50th anniversary as a firm distributing general nursery stock and supplies to the trade. The company was incorporated April 22, 1907, by a group of local nurserymen who "felt a need for orderly production and marketing of nursery stock." These concepts were expressed in the early management of the business in a regard for standards and a belief in a united nursery industry.

First manager of the firm was Albert Brownell, who remained active in the business until his death in

1933. Mr. Brownell was widely known as a man who had great respect for his calling as well as for his fellow nurserymen. Avery Steinmetz, now president and general manager, has guided the business along its original lines to its present status.

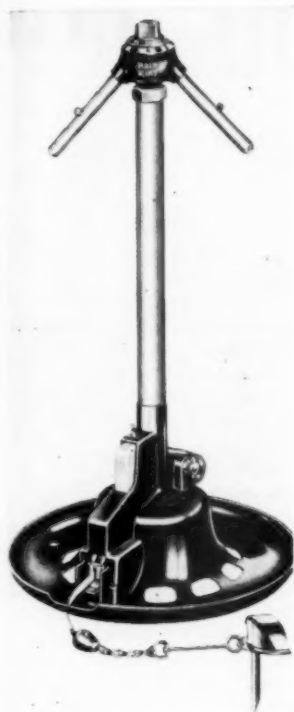
In 1936, J. Frank Schmidt became the principal grower of the firm and he, along with his sons, still produce the bulk of the stock distributed to all parts of the country.

Increased volume of business led to the construction of the firm's present building in 1954. Its location, combined with adequate outdoor



Storage yard and building erected in 1954 by the Portland Wholesale Nursery Co., Portland, Ore., which is currently celebrating its fiftieth year of distributing Oregon-grown nursery stock nationally.

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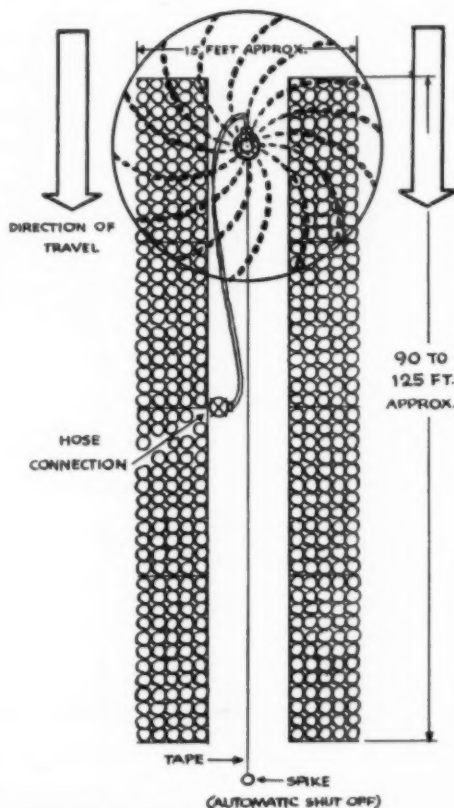
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| 200 <i>Acer dissectum atropurpureum</i> , 1-yr., grafts | .90 | | 500 <i>Ilex glabra</i> , 2-yr., T. | .25 |
| 2000 <i>Acer ginnala</i> , 1-yr., S. | .15 | .12 1/2 | 500 <i>Ilex opaca</i> , 2-yr., T. | .25 |
| 500 <i>Acer palmatum atropurpureum</i> , 1-yr., grafts | .90 | | 200 <i>Juniperus excelsa stricta</i> , 2-yr., T. | .35 |
| 200 3-yr., T., seed-grown | .75 | | 1000 <i>Juniperus glauca hetzi</i> , 2-yr., T. | .30 |
| 5000 1-yr., S. | .30 | .25 | 300 <i>Juniperus hibernica</i> , 2-yr., T. | .28 |
| 1000 S., 2-yr., T. | .50 | .45 | 1000 <i>Juniperus pfitzeriana</i> , 5-yr., TT. | .75 |
| 2000 <i>Albizia kalkora</i> , 1-yr., S. | .15 | .12 1/2 | 2000 <i>Laburnum vulgare</i> , 1-yr., S. | .15 |
| 1000 <i>Althaea coelestis</i> , 1-yr., grafts | .35 | .30 | 2000 <i>Leucothoe catesbaei</i> , 2 1/4-in. pots | .20 |
| 5000 <i>Aronia arbutifolia</i> , 1-yr., S. | .08 | .07 | 2000 <i>Ligustrum ovalifolium</i> , 1-yr., liners | .05 |
| 500 <i>Azalea arnoldiana</i> , 2-yr., T. | .35 | | 5000 <i>Ligustrum Vicary (tru)</i> , 2-yr., T. | .15 |
| 500 <i>Azalea hinodegiri</i> , 2-yr., T. | .35 | | 4000 <i>Liquidambar styraciflua</i> , 1-yr., S. | .12 |
| 500 <i>Azalea hino-crimson</i> , 2-yr., T. | .35 | | 1000 <i>Magnolia grandiflora</i> , 2-yr. | .18 |
| 500 <i>Azalea mollis</i> , 2-yr., T. | .50 | | 300 <i>Malus Almey</i> , 1-yr., whips, 2 to 3 ft. | .40 |
| 5000 <i>Berberis Crimson Pigmy</i> , 2 1/4-in. pots | .25 | .22 1/2 | 200 <i>Malus atrosanguinea</i> , 1-yr., whips, 2 to 3 ft. | .40 |
| 5000 <i>Berberis thunbergii atropurpurea</i> , 1-yr., S. | .07 | .05 | 300 <i>Malus eleyi</i> , 1-yr., whips, 2 to 3 ft. | .40 |
| 5000 2-yr., S., 6 to 9 ins. | .07 | .05 | 300 <i>Malus Hops</i> , 1-yr., whips, 2 to 3 ft. | .40 |
| 5000 2-yr., S., 9 to 12 ins. | .08 | .06 | 200 <i>Malus Van Eseltine</i> , 1-yr., whips, 2 to 3 ft. | .40 |
| 5000 2-yr., S., 12 to 18 ins. | .11 | .09 | 1000 <i>Meratia praecox</i> , 2-yr. | .18 |
| 3000 <i>Calycanthus floridus</i> , 1-yr., S. | .12 1/2 | .10 | 2000 <i>Myrica cerifera</i> , 1-yr., S. | .07 |
| 1000 <i>Carpinus betulus</i> , 2-yr., S. | .18 | | 3000 <i>Myrica pensylvanica</i> , 1-yr., S. | .08 1/2 |
| 500 <i>Carpinus caroliniana</i> , 1-yr., S. | .15 | | 600 <i>Phellodendron amurense</i> , 1-yr., S. | .18 |
| 800 <i>Celtis laevigata</i> , 1-yr., S. | .10 | | 1500 <i>Picea canadensis</i> , 3-yr., T., 4 to 8 ins. | .10 |
| 1000 <i>Celtis occidentalis</i> , 1-yr., S. | .10 | | 8000 <i>Picea excelsa</i> , 2-yr., S., 2 to 5 ins. | .04 |
| 4000 <i>Cercis chinensis</i> , 1-yr., S. | .10 | .09 | 5000 3-yr., S., 3 to 6 ins. | .05 |
| 150 <i>Chamaecyparis filifera</i> , 2-yr., T. | .30 | | 5000 4-yr., T., 6 to 12 ins. | .12 |
| 1500 <i>Chamaecyparis plumosa</i> , 2-yr., T. | .30 | .25 | 500 <i>Picea moerheimii</i> , 1-yr., grafts | 1.25 |
| 1450 <i>Chamaecyparis plumosa aurea</i> , 2-yr., T. | .30 | .25 | 10,000 <i>Picea pungens</i> , 2-yr., S., 2 to 4 ins. | .06 |
| 1000 <i>Clematis paniculata</i> , 2-yr., T. | .30 | .25 | 6000 <i>Picea pungens</i> , 3-yr., T., 3 to 6 ins. | .15 |
| 3000 <i>Clethra alnifolia rosea</i> , 2 1/4-in. pots | .25 | .22 1/2 | 500 <i>Pinus mughus</i> , 2-yr., S., 1 1/2 to 3 ins. | .07 |
| 2000 <i>Cornus alternifolia</i> , 1-yr., S. | .15 | | 500 <i>Pinus mughus</i> , 3-yr., T., 2 to 4 ins. | .15 |
| 5000 <i>Cornus florida</i> , selected understocks, 1-yr. | .09 | .07 1/2 | 1000 <i>Pinus nigra</i> , 2-yr., S., 2 to 4 ins. | .06 |
| 4000 budding size, 1-yr., S. | .08 | .06 | 1500 <i>Pinus nigra (poiretiana)</i> , 3-yr., S., 5 to 10 ins. | .06 |
| 8000 small, 1-yr., S. | .07 | .05 | 3000 <i>Pinus nigra (poiretiana)</i> , 3-yr., T., 3 to 5 ins. | .09 |
| 1000 whips, 2 to 3 ft. | .35 | | 1500 <i>Pinus strobus</i> , 3-yr., S., 4 to 8 ins. | .07 |
| 600 whips, 3 to 4 ft. | .50 | | 7000 3-yr., T., 3 to 6 ins. | .10 |
| 3000 <i>Cornus mas</i> , 1-yr., S. | .18 | .16 | 3000 4-yr., T., 8 to 16 ins. | .15 |
| 2500 <i>Cornus paniculata</i> , 1-yr., S. | .09 | | 10,000 <i>Pinus thunbergii</i> , 2-yr., S., 3 to 5 ins. | .07 |
| 500 <i>Cotoneaster divaricata</i> , 1-yr., S. | .10 | | 1500 <i>Pinus thunbergii</i> , 3-yr., T., 4 to 8 ins. | .12 |
| 500 <i>Cotoneaster horizontalis</i> , 1-yr., S. | .12 | | 500 <i>Prunus Amanogawa</i> , 1-yr., whips, 2 to 3 ft. | .75 |
| 8000 <i>Crataegus cordata</i> , 1-yr., S. | .08 | .07 1/2 | 500 <i>Prunus Kwanzan</i> , 1-yr., whips, 2 to 3 ft. | .75 |
| 5000 <i>Crataegus crusgalli</i> , 1-yr., S. | .08 | .07 1/2 | 500 <i>Prunus Kwanzan</i> , 1-yr., whips, 3 to 4 ft. | 1.00 |
| 2000 <i>Crataegus oxyacantha</i> , 1-yr., S. | .08 | .07 1/2 | 2000 <i>Prunus tomentosum</i> , 1-yr., S. | .15 |
| 100 <i>Cryptomeria lobbi compacta</i> , 2-yr. grafts | 1.00 | | 9000 <i>Pseudotsuga douglasii</i> , 2-yr., S., 3 to 5 ins. | .07 |
| 400 <i>Cytisus battandieri</i> , 1-yr. | .50 | | 8000 <i>Pseudotsuga douglasii</i> , 3-yr., T., 3 to 7 ins. | .11 |
| 2000 <i>Elaeagnus angustifolia</i> , 1-yr. | .10 | .09 | 1000 <i>Pseudotsuga douglasii glauca</i> , 2-yr., T. | .15 |
| 1000 <i>Elaeagnus umbellata</i> , 1-yr. | .10 | .09 | 2000 <i>Rhamnus frangula</i> , 1-yr., S. | .10 |
| 1000 <i>Enkianthus campanulatus</i> , 2 1/4-in. pots | .20 | .18 | 2000 <i>Rhododendron</i> , hybrid seedlings, 2-yr., T. | .25 |
| 1000 <i>Euonymus alatus</i> , seed-grown, 2-yr., T. | .18 | .15 | 1500 <i>Rhodotypos kerrioides</i> , 1-yr., S. | .12 |
| 2000 <i>Euonymus radicans vegetus</i> , 2-yr., T., 6 to 10 ins. | .30 | .25 | 3000 <i>Rhus cotinus</i> , 1-yr., S. | .10 |
| 1000 <i>Exochorda grandiflora</i> , 1-yr., S. | .10 | .09 | 1800 <i>Rosa setigera</i> , 1-yr., S. | .08 |
| 3000 <i>Forsythia Beatrix Farrand</i> , 2 1/4-in. pots | .25 | .22 1/2 | 1000 <i>Sophora japonica</i> , 1-yr., S. | .15 |
| 2000 <i>Forsythia Lynwood Gold</i> , 2 1/4-in. pots | .22 1/2 | .20 | 1000 <i>Sorbus aucuparia</i> , 1-yr., S. | .12 |
| 2000 <i>Forsythia Spring Glory</i> , 2 1/4-in. pots | .20 | .18 | 500 whips, 3 to 4 ft. | .50 |
| 1000 <i>Ginkgo biloba</i> , 1-yr., S. | .15 | | 500 whips, 4 to 5 ft. | .75 |
| 1000 <i>Ilex convexa compacta</i> , 2 1/4-in. pots | .18 | .15 | 800 <i>Stephanandra incisa crispa</i> , 2 1/4-in. pots | .28 |
| 500 <i>Ilex crenata</i> , 2-yr., T. | .25 | | 1600 <i>Styrax japonica</i> , 1-yr. | .15 |
| 500 <i>Ilex crenata convexa</i> , 2-yr., T. | .25 | | 5000 <i>Syringa vulgaris</i> , 1-yr., S. | .08 |
| 500 <i>Ilex crenata latifolia</i> , 1-yr., T. | .20 | | | |

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27

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| 28 <i>Taxus cuspidata</i> , Cheshire No. 1, 2-yr., T. | .35 | .30 | 5 to 10 ins. | .30 | .25 |
| 75 <i>Taxus cuspidata andersoni</i> , 2-yr., T. | .30 | .27 1/2 | 2000 <i>Thuja occidentalis pyramidalis</i> , 4-yr., TT. | .50 | .45 |
| 15 <i>Taxus cuspidata brevifolia</i> , 2-yr., T. | .30 | .27 1/2 | 250 <i>Thuja occidentalis wareana plicata</i> , 2-yr., T., | | |
| 20 <i>Taxus cuspidata browni</i> , 2-yr., T. | .30 | .27 1/2 | 4 to 8 ins. | .30 | |
| 4-yr., TT. | .55 | .50 | 250 <i>Thuja occidentalis woodwardi</i> , 2-yr., T., | | |
| 5-yr., TT. | .65 | .60 | 4 to 8 ins. | .30 | |
| 15 <i>Taxus cuspidata capitata</i> (Orders 500 or | | | 1000 <i>Tsuga canadensis</i> , 2-yr., T. | .30 | .25 |
| 12 more only), 2-yr., S. | | .10 | 5000 <i>Tsuga canadensis</i> , 4-yr., T., 5 to 10 ins. | .35 | .30 |
| 18 S., 2-yr., T. | .30 | .27 1/2 | 5000 <i>Tsuga carolinianum</i> , 2-yr., T. | .30 | .25 |
| 40 S., 3-yr., T. | .40 | .37 1/2 | 1800 <i>Tamarix Pink Cascade</i> , 1-yr., C. | .30 | .25 |
| 40 S., 5-yr., TT. | .60 | .55 | 1200 <i>Tamarix Summer Glow</i> , 1-yr., C. | .18 | .15 |
| 40 S., 6-yr., TT. | .85 | .80 | 3000 <i>Tilia americana</i> , 1-yr. | .20 | |
| 40 <i>Taxus cuspidata capitata</i> , S., 4-yr., T., | | | 10,000 <i>Tilia cordata</i> , 1-yr. | .18 | .15 |
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| 7 <i>Taxus cuspidata densiformis</i> , 5-yr., TT. | .75 | .70 | 2200 <i>Viburnum cassinoides</i> , 1-yr., S. | .15 | .12 1/2 |
| 18 <i>Taxus cuspidata nana</i> , 2-yr., T. | .35 | .30 | 10,000 <i>Viburnum dentatum</i> , 1-yr., S. | .09 | .08 |
| 10 5-yr., TT. | .65 | .60 | 2000 <i>Viburnum dilatatum</i> , 1-yr., S. | .12 | .10 |
| 4 6-yr., TT. (extra heavy) | .75 | .70 | 1600 <i>Viburnum lantana</i> , 1-yr., S. | .12 | .10 |
| 5 <i>Taxus fastigiata</i> , 2-yr., T. | .35 | .30 | 1000 <i>Viburnum lentago</i> , 1-yr., S. | .12 | .10 |
| 12 <i>Taxus henryi</i> , 2-yr., T. | .35 | .32 1/2 | 2500 <i>Viburnum nudum</i> , 1-yr., S. | .10 | .09 |
| 1.25 <i>Taxus henryi</i> , 4-yr., TT. | .55 | .50 | 3000 <i>Viburnum prunifolium</i> , 1-yr., S. | .18 | .15 |
| 6 <i>Taxus intermedia</i> , spreading, 2-yr., T. | .35 | | 5000 <i>Viburnum setigerum</i> , 1-yr., S. | .18 | .15 |
| 15 <i>Taxus intermedia</i> , upright, 2-yr., T. | .35 | .30 | 1000 <i>Viburnum sieboldi</i> , 1-yr., S. | .25 | .20 |
| 7 <i>Taxus intermedia wellesleyana</i> , 2-yr., T. | .35 | .30 | 1000 <i>Viburnum wrightii</i> , 1-yr., S. | .12 | .10 |
| 15 <i>Taxus media</i> Halloran, 2-yr., T. | .30 | .27 1/2 | 1000 <i>Weigela Bristol Ruby</i> , 1-yr., C. | .25 | .22 1/2 |
| 6 5-yr., TT. | .65 | .60 | 1500 <i>Weigela vaniceki</i> , 1-yr., 12 to 18 ins. | .15 | |
| 6 6-yr., TT. | .85 | | 1000 <i>Weigela vaniceki</i> , 1-yr., 18 to 24 ins. | .25 | |
| 6 <i>Taxus media</i> Hatfieldi, 2-yr., T. | .30 | .27 1/2 | | | |
| 10 4-yr., TT. | .55 | .50 | | | |
| 15 5-yr., TT. | .65 | .60 | | | |
| 7 <i>Taxus media hicksi</i> , 2-yr., T. | .30 | .27 1/2 | | | |
| 10 4-yr., TT. | .55 | .50 | | | |
| 15 5-yr., TT. | .65 | .60 | | | |
| 7 <i>Taxus media hunnewelliana</i> , 4-yr., TT. | .55 | .50 | | | |
| 12 <i>Taxus media hunnewelliana</i> , 5-yr., TT. | .65 | .60 | | | |
| 75 <i>Taxus Moon's columnaris</i> , 2-yr., T. | .35 | | | | |
| 75 <i>Taxus Moon's columnaris</i> , 5-yr., TT. | .75 | .70 | | | |
| 1.00 <i>Taxus Wyman's Hedgeform</i> , 2-yr., T. | .35 | .30 | | | |
| 15 <i>Thuja occidentalis</i> , 2-yr., T. | .15 | | | | |
| 7 <i>Thuja occidentalis</i> , 3-yr., T., 3 to 7 ins. | .18 | .15 | | | |
| 11 <i>Thuja occidentalis boothii</i> , 2-yr., T., | | | | | |
| 15 5 to 9 ins. | .30 | .25 | | | |
| 10 <i>Thuja occidentalis compacta</i> , 2-yr., T., | | | | | |
| 25 5 to 10 ins. | .30 | .25 | | | |
| 12 <i>Thuja occidentalis elegantissima</i> , 2-yr., T., | | | | | |
| 10 5 to 10 ins. | .30 | | | | |

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|---|--------|
| <i>Acer dissectum atropurpureum</i> | \$0.75 |
| <i>Acer palmatum atropurpureum</i> | .65 |
| <i>Cornus florida alba plena</i> | .50 |
| <i>Cornus florida rubra</i> | .50 |
| <i>Cornus florida rubra Prosser</i> | .65 |
| <i>Juniperus</i> (in variety) | .50 |
| <i>Picea moerheimi</i> | 1.00 |
| <i>Thuja occidentalis pyramidalis</i> | .45 |
| <i>Thuja orientalis aurea nana</i> | .45 |
| <i>Viburnum burkwoodi</i> | .45 |
| <i>Viburnum carlesi</i> | .45 |
| <i>Viburnum chenaulti</i> | .50 |
| <i>Viburnum juddi</i> | .60 |

Note—This list of lining-out stock is accurate as of June 15, 1957. In many items the quantities are small and will be picked up quickly. Orders in lots of 25. There will be an additional charge for less than thirty of a variety. This list cancels all previous lining-out lists. Usual wholesale only.

D. ROBINSON SALES AGENCY, WALLINGFORD, CONN.

"A friendly, efficient service"

QUALITY EVERGREENS

BROAD-LEAVED EVERGREENS

Abelia grandiflora
Barberry, julianae
Buxus sempervirens
Cotoneaster decora lactea
Cotoneaster horizontalis
Laurel Cherry
Laurocerasus officinalis
(English Laurel)
Elaeagnus fruitlandi
Elaeagnus simoni
Euonymus, small-leaved
Euonymus coloratus
Euonymus patens
Ilex crenata Biloxi
Ilex crenata convexa
Ilex rotundifolia
Ilex cornuta burfordi
Ilex Foster's Hybrid No. 2
Ilex cornuta femina
Ilex glabra
Ilex opaca, seedlings
Ilex opaca Arden
Ilex opaca Croonenburg
Ilex opaca East Palatka
Ilex opaca howardi
Ilex opaca Hume No. 2
Ilex vomitoria
Ilex vomitoria, dwarf
Jasminum floridum
Ligustrum lucidum nana
Ligustrum Suwannee River
Loropetalum chinense
Magnolia glauca
Magnolia grandiflora
Nandina domestica
Photinia serrulata
Viburnum burkwoodi

DECIDUOUS TREES

Cornus florida
Cornus florida rubra
Euonymus alatus compactus
Magnolia nigra
Magnolia rustica rubra
Magnolia soulangeana

CONIFERS

Arborvitae, orientalis Baker
Arborvitae, orientalis Blue Cone
Arborvitae, orientalis Bonita
Arborvitae, orientalis excelsa
Arborvitae, orientalis newark
Arborvitae, fruitlandi
Arborvitae, American globosa
Arborvitae, American globosa
compacta erecta
Arborvitae, Pyramidal American
Arborvitae, Dark Green American
Cypress, Blue Lawson
Juniper, Andorra
Juniper, chinensis procumbens
Juniper, excelsa stricta
Juniper, communis fastigiata
Juniper, hetzi glauca
Juniper, pfizeriana
Juniper, pfizeriana compacta
Juniper, pfizeriana nana
Juniper, virginiana repandens
Juniper, sargentii
Juniper, sabina
Juniper, chinensis Sylvestris
Juniper, sabina vonehron
Juniper, sabina vonehron,
sheared globes
Juniper, sabina vonehron,
sheared pyramids
Juniper, virginialis
Juniper, virginiana burki
Juniper, virginiana canaerti
Juniper, virginiana Dundee
Pine, Austrian

Price and Quality Guaranteed to Please.

Visit us — Highway 72, 20 mi. east of Memphis.

CARTWRIGHT NURSERIES

COLLIERVILLE, TENN.

ULysse 3-2352

COMING EVENTS

MEETING CALENDAR

July 21 to 25—American Association of Nurserymen, annual convention, Hotel Fontainebleau, Miami Beach, Fla.

July 29 and 30—Canadian Association of Nurserymen, annual short course, Ontario Agricultural College, Guelph, Ont., Canada.

August 3 to 6—Mississippi Florists and Nurserymen's Association, annual convention, Buena Vista hotel, Biloxi, Miss.

August 6 and 7—Michigan Association of Nurserymen and Michigan Landscape Conference, joint summer meeting, Kellogg Center, Michigan State University, East Lansing.

August 7—Connecticut Nurserymen's Association, summer meeting, Lake Compounce, Conn.

August 7—Maryland Nurserymen's Association, summer meeting and nursery tour, beginning at the establishment of J. H. Burton & Sons, Hyattsville, Md.

August 7—Massachusetts Nurserymen's Association, Inc., summer meeting, Bartlett Gardens, Hamilton, Mass.

August 7 to 9—West Virginia Nurserymen's Association, summer meeting, West Virginia hotel, Bluefield, W. Va.

August 8 and 9—Indiana Association of Nurserymen, summer meeting and nursery tours: R. Brumond Smith Nursery, Muncie, Ind.; Ernst Nurseries, Inc., Muncie, and Garr Nurseries, Chesterfield, Ind.

August 11 to 13—Southern Nurserymen's Association and South Carolina Nurserymen's Association, joint annual convention, Fort Sumter hotel, Charleston, S. C.

August 11 to 13—National Mail Order Nurserymen's Association, annual meeting, Hotel La Salle, Chicago, Ill.

August 13 and 14—New York State Nurserymen's Association, summer session, in the dining hall of the Long Island Agricultural and Technical Institute, Farmingdale, L. I., N. Y.

August 14—New Jersey Association of Nurserymen, summer meeting, F&F Nurseries, Holmdel, N. J.

August 14—Pennsylvania Nurserymen's Association, summer meeting, Fairview Evergreen Nurseries, Fairview, Pa.

August 15—Nebraska Association of Nurserymen, summer meeting, Nebraska Nurseries, Lincoln, Neb.

August 21—New England Nurserymen's Association, summer meeting, Boulevard Nurseries, Newport, R. I.

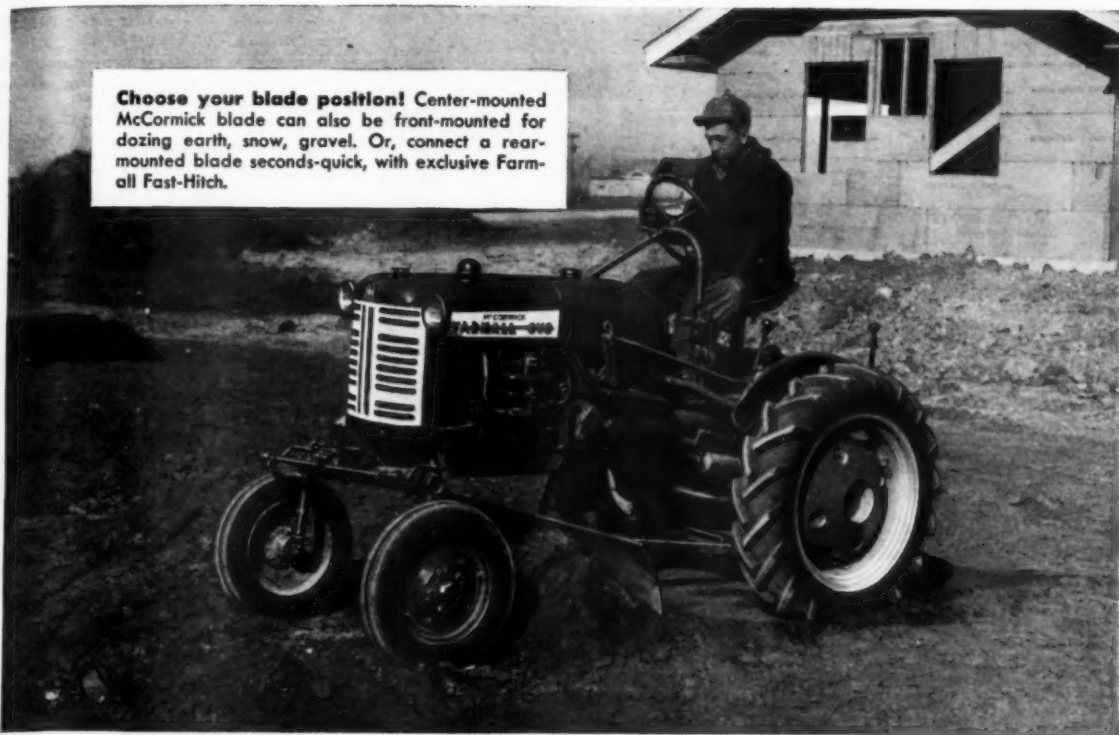
August 21 to 23—Florida Nurserymen and Growers Association, annual short course, University of Florida, Gainesville.

August 21 to 23—Ohio Nurserymen's Association, summer meeting, Onesto hotel, Canton, O.

August 22 to 24—Washington State Nurserymen's Association and British Columbia Nurserymen's Association, joint annual convention, Vancouver, B. C., Canada.

August 23 and 24—Iowa Nursery

Choose your blade position! Center-mounted McCormick blade can also be front-mounted for dozing earth, snow, gravel. Or, connect a rear-mounted blade seconds-quick, with exclusive Farm-all Fast-Hitch.



Here's power to help you MAKE A PROFIT ON SMALL JOBS, too!

Are costly hand methods cutting your profits on small landscaping jobs? Then your best answer is a McCormick® Farmall Cub® tractor for low-cost, all-purpose power with a score of pay-off applications.

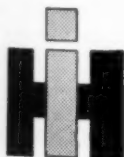
Save a \$1,000 bill on your first-cost . . . compared with larger, heavier equipment! Then cut operating overhead two ways: 1. By replacing hard-to-get hand labor. 2. By releasing more costly equipment for heavier work.

In the nursery, too! Cut equipment overhead by keeping the Farmall busy in the nursery when not needed for landscaping jobs. The 10-hp Cub with Fast-Hitch and hydraulic Touch-Control helps you save time and money on seedbed preparation, planting, cultivating, leveling, loading, digging.

Your IH dealer will gladly demonstrate. You name the date! For free catalog on low-cost Farmall Cub, write: International Harvester Co., Dept. AN-7, Box 7333, Chicago 80, Illinois.



Over 20 inches under-axle clearance, combined with Culti-Vision, makes the Farmall Cub ideal for cultivating a wide range of nursery stock. Special-duty equipment includes auger-digger, sprayer, loader, and many others.



® See Your

INTERNATIONAL HARVESTER DEALER

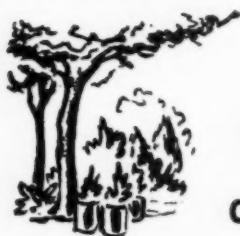
International Harvester Products pay for themselves in use—Farm Tractors and Equipment . . . Twine . . . Commercial Wheel Tractors . . . Motor Trucks . . . Construction Equipment—General Office, Chicago 1, Illinois



PLAN AHEAD

*to make this fall
a windfall of profits!*

with **Baker Bros.** stock:



**SHADE TREES
LINING OUT STOCK
CONIFEROUS EVERGREENS
BROADLEAF EVERGREENS
CONTAINER GROWN STOCK**

and **Baker Bros.** service!



**NURSERY-TO-NURSERY
SHIPMENT IN OUR OWN TRUCKS
— FAST, FLEXIBLE, ECONOMICAL**

BOOK 'EM NOW!

for Fall and Winter delivery, with our representatives at
the A.A.N. Convention:

E. L. BAKER

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1884

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NURSERY

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men's Association, summer meeting, Sherman Nursery Co., Charles City, Ia.

August 25 to 28—Texas Association of Nurserymen, annual meeting, Hilton hotel, San Antonio, Tex.

August 26 to 30—National Shade Tree Conference, annual convention, Sheraton hotel, Philadelphia, Pa.

September 17 to 19—California Association of Nurserymen, annual convention, Miramar hotel, Santa Barbara, Calif.

October 18 to 20—20th annual Texas Rose Festival, Tyler, Tex.

CANADA COURSE PROGRAM

The program for the Canadian Association of Nurserymen's 10th annual short course, July 29 and 30 at the Ontario Agricultural College, Guelph, Ont., indicates that registration will take place in the administration building of the college Monday, July 29, at 9 a. m. After the welcome address, to be given by Dr. McLaughlin, president of O. A. C., the program proceeds as follows:

MONDAY, JULY 29

Chairman, A. B. Luke, Luke Bros. Nurseries, Ltd., Hudson, Que., president, Canadian Association of Nurserymen.

"Garden Center Merchandising," by J. E. Shuttleworth, Little Tree Farm, London, Ont.

"Plantainer Growing of Nursery Stock," by Edward Costa, D. Hill Nursery Co., Dundee, Ill.

Lunch.

"Chemical Weed Control," by Robert Craig, Plant Products, Ltd.

Field demonstration of landscape and nursery equipment.

Dinner.

Panel discussion of general nursery problems.

TUESDAY, JULY 30

"Landscape Design of Small Home Grounds," by Macklin Hancock, B. S. A.

"Profitable Landscape Contracting," by George Schechtel.

Lunch.

Chairman, Ted McNinch.

Field trip to Ontario reformatory and/or memory gardens.

Dinner.

Variety show and dancing, college cafeteria.

Separate events for the ladies present at the short course have been arranged by Mrs. Donna Hancock and Mrs. Frances Peister and include an afternoon tea at Cutten Fields Golf and Country Club, a tour of MacDonald Institute and the O. A. C. grounds and instruction in flower arranging, given by Miss Louise Heringa, horticultural department, O. A. C.

CONNECTICUT PLANNING

Although details of the summer meeting of the Connecticut Nurserymen's Association have not yet been released, the group's secretary, Edwin W. Whitham, announces that

FINISHED STOCK—LINING-OUT STOCK

We have a large assortment of the following for fall, 1957, and spring, 1958, delivery.

Hardy Deciduous Flowering Shrubs

Hedge Plants

Shade Trees

Ornamental Trees

Nut Trees

Fruit Trees

Vines and Creepers

Coniferous Evergreens

Broad-Leaved Evergreens

All stock graded strictly to A. A. N. grading standards.

Contact our representative at the Hotel Lucerne, Miami Beach, for attractive quotations—or better still plan to stop by our nursery on the way home. We'll be mighty happy to see you and show you around our many fields of first-class planting material. If you're flying we will be glad to have a car meet your flight in Chattanooga or Nashville — drive you to McMinnville—show you around—then return you to either airport to continue your trip.

COME BY — LOOK US OVER

FOREST NURSERY CO., INC.

McMINNVILLE, TENN.

Convention representatives at Hotel Lucerne:

John T. Boyd

Hiram Stubblefield

Protect valuable nursery and
park ornamentals from

MITES with ARAMITE!



Year after year, destructive mites cause browning and withering of shrubbery, flowers and shade trees, requiring frequent trimming and pruning and eventual replacement. *Now*, with Aramite, you can protect the beauty of these ornamentals and avoid considerable labor and replacement costs. And today's safest, strongest mite-killer costs very little. Aramite gives outstanding control of European Red Mite, Spruce Mite, Two-Spotted Mite and most other mite species. Compatible with most insect and fungus-killing chemicals, with longer residual.

Non-hazardous to humans and animals.

Order Aramite from your local supplier today. Write, wire or phone us if unable to locate immediate source of supply.



United States Rubber

Naugatuck Chemical Division

Naugatuck, Connecticut

producers of seed protectants, fungicides, miticides, insecticides, growth retardants, herbicides: Spergon, Phygon, Aramite, Synklor, MH, Alanap, Duraset.

August 7 has been set as the date for the event, which will take place at Lake Compounce, Conn.

MARYLAND TOUR PLANNED

Constituting the summer meeting of the Maryland Nurserymen's Association August 7, a nursery and garden center tour will begin at J. H. Burton & Sons garden center, 5950 Ager road, Hyattsville, Md. From there the group will proceed to the J. H. Small garden center, 9400 Jones Mill road, Chevy Chase. Lunch will be served at the Gustin Gardens, Old Georgetown and Montrose roads, Rockville.

After a visit to Stock Bros. Nursery, which is within sight of Gustin Gardens, the group will proceed to the A. Gude Sons Co. Nursery, north of Rockville on the road between Rockville and Gaithersburg. Of special interest at this establishment are recently installed greenhouse-cooling facilities and the mist propagating system. Members may swim in a pool and enjoy a barbecue at the location before leaving for home.

Arrangements for the tour were made by a committee that included Adolph Gude, Jr.; Ray Gustin; Carl Orndorff; Leslie Willis, and Ted Burton, chairman. Out-of-state nurserymen are welcome. There will be a registration fee of \$2.50 for each adult and \$1.25 for each child.

MASSACHUSETTS DATE

Frank T. White, president of the Massachusetts Nurserymen's Association, Inc., announces that the group's summer meeting has been scheduled for August 7. Bartlett Gardens, Hamilton, Mass., was chosen as the site.

WEST VIRGINIA MEETING

Headquarters for the summer meeting of the West Virginia Nurserymen's Association will be the West Virginia hotel, Bluefield, W. Va. The meeting will be held August 7 to 9.

NEW YORK CONFERENCE

The annual summer conference of the New York State Nurserymen's Association, to be held August 13 and 14 at Knapp Hall lounge, Long Island Agricultural and Technical Institute, Farmingdale, L. I., N. Y., will be preceded by a directors' meeting Monday, August 12, according to the recently announced program.

After registration at Knapp hall Tuesday morning, a tour of the gardens, greenhouse and campus of the institute and a bus tour to the near-

JULY 15, 1957

33

NURSERYMEN

You don't have to be
a "big operator" to

BUY VIGORO RIGHT!

"Jim, I know the Vigoro line is
a good seller. But I'd sure like
to earn more on the volume I do!"



"I've got news for you,
Bill. Swift's new dis-
count policy is tailor-
made for dealers just
like yourself!"



Golden VIGORO
Complete Lawn
Food

Proved on over 3
billion sq. ft. of
lawn. Safe, non-
burning—lasts
longer, gives
steady feeding for
months.



VIGORO
Complete
Plant Food

Topseller for years
—outsells the next
brand by 6 to 1!
Ideal for flowers,
shrubs, vegetables,
trees.



VIGORO
Complete
ROSE FOOD

Now! Special for-
mula provides
needed nutrients
for more and better
blooms. Nothing
like it ever before!



Instant VIGORO
Complete water
soluble plant
food

Provides fastest
possible feeding
action... nour-
ishes plants
through both
leaves and roots.

Now—more than ever before you can Buy VIGORO Right! Even if your sales volume is not the biggest, our attractive new policy enables you to earn top discounts! Result? America's No. 1 selling line of gardening aids will become even more profitable for you. Get all the facts from your Swift Field Representative. He's in business to help your business... and he's helping you sell the line that's backed by years of consumer confidence!

New Advertising and Merchandising will Spark Your '57 VIGORO Sales!

More profits, and more advertising will spearhead the complete VIGORO line of gardening aids this year. Reader's Digest, and Saturday Evening Post are just two of the publications that will carry the biggest ad campaign ever! PLUS—display materials that pinpoint your area—"made right for the soils and gardening conditions in your area."



Additional Specialties Available in Certain Markets

SWIFT & COMPANY

Plant Food Division, Union Stock Yards, Chicago 9, Ill.

Vigoro, End-o-Pest and End-o-Wood are trademarks of Swift & Company

The VIGORO Family of Gardening Aids

Golden Vigoro Complete
Lawn Food
Vigoro Complete Plant Food
Instant Vigoro Complete
Water Soluble Plant Food
Special Vigoro for
Camellias & Azaleas

Vigoro Complete Rose Food
Vigoro Plus Chlorane
End-o-Pest Garden Dust
End-o-Pest Rose Dust
End-o-Pest Garden Spray
End-o-Pest Ant & Lawn
Insect Dust

End-o-Pest Ant & Lawn
Insect Spray
End-o-Pest Tree Spray
End-o-Wood
End-o-Wood for Crabgrass
and Chickweed

SOMETHING NEW!!

Machine-Packaged Nursery Stock Ideal for Garden Center Sales

Hundreds of enthusiastic customers have built up their sales with our attractive eye-catching package. Let's talk it over at the convention, or write us for details.

Write us for quotations on ornamentals, fruit trees and Pacific Coast grown roses.

GREENING NURSERY CO.

MONROE, MICH.
Phone: CHerry 1-8880

by Cattier estate are scheduled, with an intervening recess for lunch at the clubhouse at Bethpage state park, Farmingdale. The evening will feature a chicken barbecue at the picnic area of the state park and a visit to the Marine theater at Jones beach. Participants in a guided tour of the Cutting Arboretum, Oakdale, L. I., will leave Knapp hall Wednesday morning. After the tour, members will spend the rest of the day at Fire island, where ocean swimming may be enjoyed and where a barbecue lunch and a lobster or steak dinner are planned.

Accommodations are being held for the nurserymen at Farmingdale motor lodge, Broadhollow road, Route No. 110, Farmingdale, and at the Huntington motel, 331 West Jericho turnpike, Huntington Station, N. Y.

Additional information with regard to the summer conference may be obtained by writing David Bulk, Bulk's Nurseries, 610 West Montauk highway, Babylon, N. Y., chairman.

PROGRAM FOR NEBRASKA

Lincoln, Neb., will be host city August 15 for the Nebraska Association of Nurserymen's summer meeting, which is to be held jointly with members of the Great Plains section of the American Society for Horticultural Science. The group will meet at the Nebraska Nurseries, 48th and O streets, Lincoln, and will then tour the campus and laboratory of the college of agriculture, University of Nebraska, and visit a local nursery. After a picnic lunch in Pioneer park, members will return to the university to inspect the agricultural college's orchard and greenhouse.

The horticultural society has invited members of the N. A. M. to join it in its entire 3-day meeting, which begins August 14 at the Interstate Nurseries, Hamburg, Ia., and ends August 16 at the North Platte agricultural experiment station.

OHIO MEETING DETAILS

The recently completed program for the summer meeting of the Ohio Nurserymen's Association, to be held August 21 to 23 at the Onesto hotel, Canton, O., schedules registration and a social get-together for the afternoon preceding the banquet on Wednesday, August 21. Entertainment and dancing will complete the evening's program.

Bus transportation will be provided Thursday morning to the Hoover Vacuum Cleaner Co. establishment, through which a guided

[Continued on page 36]

YMAN

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America's Finest ROSES are grown on the MOUNT ARBOR ROSE RANCH in Northern California

under irrigation on new land; vitalized by that famed California sunshine; fertilized and dusted frequently to insure maximum growth; and naturally ripened by heavy frosts in December to insure storage in prime condition and vigorous growth when transplanted. Get the best—at highly competitive prices!

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Floribunda

(Plant Patent Applied For)

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GOLD CUP - Floribunda
(Plant Patent Applied For)

America's Finest Roses

1958 Introductions

All A.A.R.S. Winners

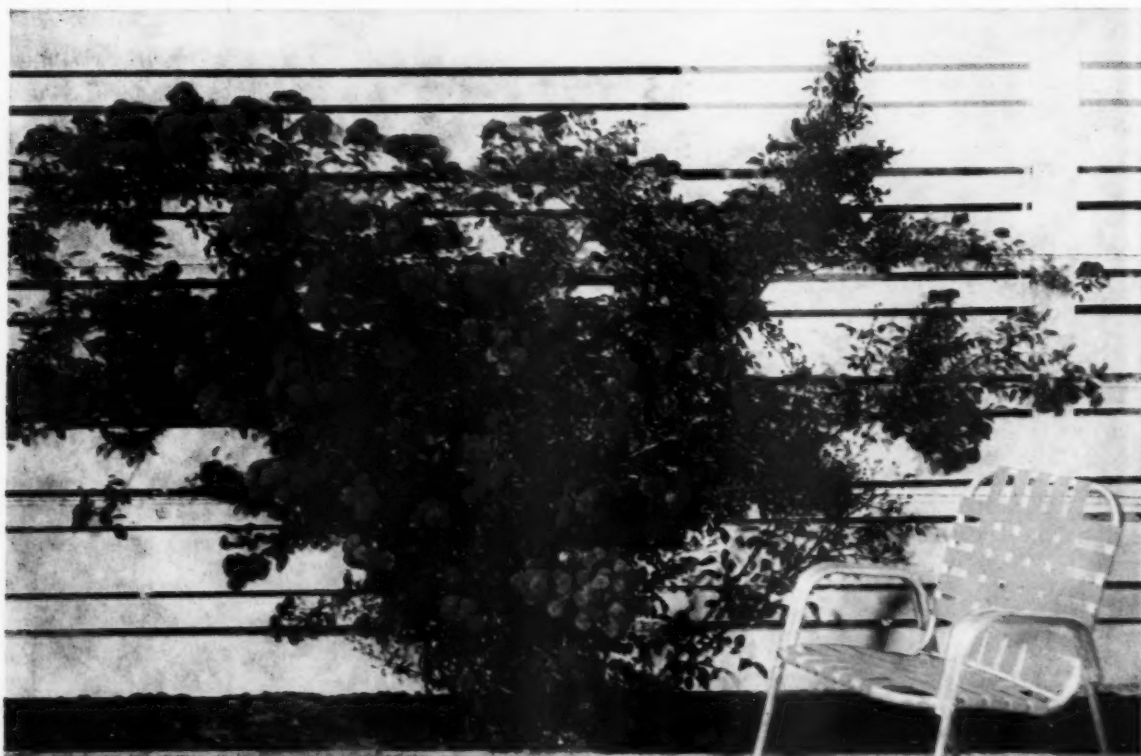
Best Older Varieties

**WESTERN GROWN
UNDER IRRIGATION**



SEND SALES SHOOTIN'

CLIMBING EUTIN



CLIMBING EUTIN CFL. Plant Pat. #1531

THE NEWEST THING IN CLIMBERS

Howards of Hemet introduces a climbing sport of an old favorite floribunda. Described in the 1957 Rose Annual as "double cupped glowing carmine red. Extremely large clusters borne in profusion throughout the season . . . specially large masses in the spring. Foliage large, leathery, glossy, dark. Very vigorous". Sure to be a prime favorite with your customers seeking a new and improved red climber.

SIX SPARKLERS FOR 1958

TIFFANY—1955 AARS winner, hybrid tea. Performance tests throughout the country are so outstanding, demand is on the upswing.

LILIBET—1954 AARS winner, floribunda. Delicate dawn pink, a favorite for hedges, borders, mass plantings. Multiple sales bring multiple profits.

THE TEXAN—That fabulous red-as-a-prairie-fire floribunda. The Texan legend continues to grow and sales keep pace.

TOM-TOM—The Texan's exciting new side-kick. Deep crimson pink floribunda rose. Like injun maiden's blush when bold warrior steals kiss. Sound your war whoop and gather in the wampum.

CLIMBING EUTIN—Dazzling red—the newest thing in climbers.

CLIMBING TIFFANY—New this season! All the wondrous beauty of this AARS winning bush variety now climbing to new heights.

WRITE for our 1958 PRICE LIST of all the popular patented and non-patented varieties.

P.S. See you at the Beach (Miami, that is).



HOWARDS of HEMET
"Seasoned Rosebushes"
HEMET • CALIFORNIA



"Yep, we've switched back to CLOVERSET POTS!"

That's the word we're getting from all over. Nurserymen like these pots because they are easier to handle, from potting shed to customers' cars. Customers like them because plants in Cloverset Pots are easy to carry home and safe and easy to transplant. If you've been experimenting with other containers and have not been satisfied, we heartily recommend that you get back on the profit side by putting your stock in Cloverset Pots!



**FOR A BIGGER SHARE OF
CASH-N-CARRY SALES, TRY THIS:**

Pot this Fall for more Spring Sales...

| | | | |
|-------------------------|--------------------|-------------------------|-----------------------|
| <i>Flowering Almond</i> | <i>Forsythia</i> | <i>Oriental Poppies</i> | <i>Peonies</i> |
| <i>Flowering Quince</i> | <i>Honeysuckle</i> | <i>Iris</i> | <i>Bleeding Heart</i> |
| <i>Mock Orange</i> | <i>Hydrangeas</i> | <i>Small Lilies</i> | <i>Lilacs</i> |
| <i>Dogwood</i> | <i>Mallows</i> | <i>Day Lilies</i> | <i>Snowball</i> |

New Cloverset Pot Prices F.O.B. Kansas City and Moorestown, N. J.

IMPORTANT PRICE NOTE:

Rising material and manufacturing costs force us to increase slightly the price of Cloverset Pots; approximately half a cent a pot. These prices effective August 1, 1957:

| Size | Height | Top Diam. | Nearest Clay Pot | No. in Carton | WEIGHT | F.O.B. KANSAS CITY | | F.O.B. MOORESTOWN, N. J. | |
|-------|------------|-----------|------------------|---------------|----------|--|----------|--------------------------|----------|
| No. 0 | 5 1/2 ins. | 5 ins. | 6 ins. | 200 | Per 1000 | Per 100 | Per 1000 | Per 100 | Per 1000 |
| No. 1 | 6 1/2 ins. | 6 ins. | 7 ins. | 100 | 210 lbs. | \$4.25 | \$40.00 | \$ 5.25 | \$ 48.50 |
| No. 2 | 8 1/2 ins. | 7 ins. | 8 ins. | 100 | 340 lbs. | 5.25 | 50.00 | 6.25 | 59.50 |
| No. 3 | 9 ins. | 8 ins. | 9 ins. | 100 | 535 lbs. | 5.75 | 55.00 | 7.25 | 69.50 |
| | | | | 100 | 600 lbs. | 6.25 | 60.00 | 8.25 | 78.00 |
| No. 4 | 13 ins. | 12 ins. | | 25 | Per 100 | 25 pots, \$7.70; 50 pots, \$14.60; 75, \$21.75; 100, \$26.15; 1000, \$261.00 | | 30.00 | 265.00 |
| | | | | | 133 lbs. | | | | |

ORDER NOW FOR FALL POTTING!

Investigate these other practical products for the modern nursery....

Cloverset ROSE & GARDEN DUST

Our own high-Lindane formula, highly effective against both insects and plant diseases. Use as a dust or spray. In 50-lb. sacks and four retail sizes, all at 33 1/3% discount.



Cloverset HANDY CARTS

Well-balanced steel carts of our own design; 24x30x6-in. bed holds 12 potted roses or equivalent. Two ball-bearing wheels on front; easy-rolling, steady-standing. Shipping weight approximately 45 lbs. Price, \$32.50. F.O.B. Kansas City.



105th and Wornall Rd., Kansas City 14, Mo.

Eastern Distributor: Moorestown Gardens, Moorestown, Burlington Co., N. J.

Never tried them? Use coupon to send for a sample set and complete information!

CLOVERSET FARM, Dept. AN-77

105th and Wornall Rd., Kansas City 14, Mo.

Please send items checked; I enclose

☐ Sample set of 5 pots at 50c (limit one).

☐ Information on Cloverset Pots and Cloverset Rose and Garden Dust.

☐ Handy Carts at \$32.50.

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PRINCETON = TREES THE FINEST OBTAINABLE

Including—

Norway Maple
Norway Maple Columnar
Crimson King Maple (Plant Patent No. 735)
Schwedler Maple
Red or Scarlet Maple
Sugar Maple
Moraine Locust® (Plant Patent No. 836)
Shademaster Locust (Plant Patent No. 1515)
Princeton Upright Thornless Honey Locust
Cole's New Sunburst Locust (Plant Patent No. 1313)
London Plane Tree
American Plane Tree
Pin Oak
Poplars—Many kinds
and many other of the best varieties

Our extensive work in developing new varieties followed by asexual reproduction gives us the **finest in trees**. Trees which are absolutely uniform, with better foliage and symmetrical growth.

We also produce a very complete assortment of the best varieties in flowering trees, flowering shrubs, evergreens, azaleas, hedge plants, ground covers, etc.

At Miami Beach—See Badge 17
Wm. Flemer III
George Harris

PRINCETON NURSERIES

PRINCETON, N. J.

Surplus stock from America's headquarters for

TREE PEONIES!

Choicest Japanese varieties! Vigorous young plants!

Guaranteed true to name! Fall delivery!

Write for list.

LOUIS SMIRNOW
85 LINDEN LANE BROOKVILLE, L. I., N. Y.

tour is planned. After a 2-hour period left open for individual lunch arrangements, members will leave the headquarters hotel on a bus tour of parks and other points of interest in Canton, arriving at Meyers lake park in time to enjoy a catered box dinner. The remainder of the evening will be spent at the park, which offers swimming and dancing facilities and an amusement park for children.

A day of recreation at nearby Timken park is planned for those members who choose to stay at Canton Friday, August 23.

IOWA'S SUMMER PLANS

A tentative program has been prepared for the annual summer meeting of the Iowa Nurserymen's Association August 23 and 24 at the Sherman Nursery Co., Charles City, Ia. Registration at the nursery office will take place Thursday afternoon, August 23, at 1 o'clock, after which members will view the nursery's 500 acres of growing fields and its packing and greenhouse facilities. A separate tour for ladies will include the company's greenhouses and gift shop. During the evening, members will be guests of the Sherman Nursery Co. at a cocktail party and at a dinner to be held at the nearby Country Club.

A ladies' breakfast, a tour of nursery fields and a board of director's meeting are projected for Friday morning, together with an inspection of modern nursery machinery. A barbecue lunch at the nursery completes the schedule. Hotel or motel reservations for the night of August 23 may be made through the Sherman Nursery Co. after August 1.

CHOOSE CALIFORNIA SITE

Elmer J. Merz, executive secretary of the California Association of Nurserymen, announces that the Miramar hotel, Santa Barbara, Calif., has been chosen as headquarters for the association's 1957 convention, September 17 to 19.

BLUEMONT NURSERIES recently purchased 80 additional acres at Blumont, Md., to add to the 20 occupied.

CLARENCE E. LEWIS, of the Long Island Agricultural and Technical Institute, Farmingdale, L. I., N. Y., announces that he will leave the institute this summer to take a position in the department of landscape architecture and urban planning at Michigan State University,

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**FRUIT TREE
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Our Fruit Tree Seedlings are grown in Oregon and Washington and are hardy, well matured and free from disease.

We ship in combination or pool cars to be distributed from some central distributing point. If you haven't tried our seedlings, send us a trial order. We aim to please.

We also grow Shade and Flowering Trees and Dwarf Pear Trees.

Visitors are always welcome to visit our nursery. We will be represented at the Miami Beach convention by our Mr. John Holmason, Martin Holmason and J. P. Holmason and wife.

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Domestic Apple Seedlings, Str. and Br.
Bartlett Pear Seedlings, Str. and Br.
Ussuriensis Pear Seedlings

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Mahaleb Cherry Seedlings
Angers Rooted Quince Cuttings

OUR PRICE LIST SENT UPON REQUEST.



CHARLIE CHESTNUT



SAVED BY THE BELL

"I know exactly where the east line comes between me and Oscar's place," Emil was saying. "I got a old buggy axle drove in the ground four feet right where the fence used to be. That fence was there when I bought this place from old Helms Heritage in 1916. In them days this nursery was a goat farm and —"

"I know all about that, Emil, but what makes you think the fence was on the line? You might be cheating yourself out of a rod of good solid quack grass sod," I says.

"I aint going to pay any cross-eyed surveyor to squint thru that spy glass for \$25.00 or \$30.00," Emil says, "just to prove my stake is right on the line."

The above remarks is part of a conversation between me and Emil and Jim Lake (real estate, insurance and clock repairing his card says), sitting in Emil's office one day last summer.

But I will have to go back to the beginning and bring the members up to date on Emil's latest doings which caused quite a stir here in Riverbend.

Riverbend aint what it used to be. The windmill factory still makes a few towers, but they branched off into baby buggy wheels and such stuff and they have added on to the factory twice in the last five years. This has naturally brought in a lot of families and the new houses have been pushing out toward our place until they are right up to Emil's nursery.

Emil has held off selling until they begun talking about sewer and water, curb, gutter and sidewalks in such big figures that Emil could see himself being sold out for taxes.

Furthermore old man Morse from the bank had suggested casually that Emil deed over his frontage to cover the \$2,000.00 mortgage he has had since he bought the place years ago.

That was the last straw. "If Morse thinks he is going to get that piece for a lousy \$2,000.00, I will sell it and pay him off and he will lose one of his best customers," Emil says.

"You are behind the 8 ball, anyway you jump, Emil," I says. "You only paid \$80.00 an acre for the land, and think of all the taxes when you sell it. What do you aim to ask

for that piece of land, Emil?" I says.

"My price is \$10,000.00, take it or leave it," Emil says. And at that remark, Jim whipped out his fountain pen, and his 90 days exclusive contract to sell the piece for \$500.00 commission, and handed both to Emil to sign.

Emil read over the agreement. "I aint paying you \$500.00, Jim, I'll sell it myself and save that money. I'll run a ad in the Gazette."

"You dont know nothing about real estate," says Jim, "and think of the time you will be away from your business showing the land to every Tom, Dick and Harry."

"Tell you what I'll do," Emil says, "I'll give you \$250.00 in cash and \$250.00 worth of honeysuckle to make a hedge clean around your whole yard." And that was the way the deal wound up.

Nothing happened for nearly 90 days, but just before Jim's option was

up he come in with a sales agreement and a check for \$500.00. Emil read it over, and sputtered about the terms which called for a proper survey, abstract, payment of taxes, and stipulated that the contract would be fulfilled at 2 p. m., October 5th at the bank in Riverbend.

"Why do I have to wait until October 5th to get my money?", Emil says. "If they want to deal let em do it this p. m."

"They wont pay until they see the survey and O. K. the abstract, so you better get busy on that right away. No use stalling on the survey," Jim says.

"How long do I have to get my stuff off the land, Jim?" Emil says. "I got a dandy block of 8-inch box elder and a lot of other choice stuff. Thats where I got my experimental plots and its filled up with all my fancy odds and ends."

"It says here in the agreement that

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Two-Year Grafts in:

Exochorda wilsoni
Red Japanese Maple
Riversi Beech and other varieties
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Cotoneaster Praecox

This is one of the hardiest cotoneasters and went through 20 degrees below zero without any harm. It has large berries like cranberries which color up in the middle of August and remain on until very late fall. It grows rather flat and makes an ideal plant to mix with foundation plantings, especially with ranch-type houses. Also suitable for low hedge around curves and in places where plants have to be kept low so as not to obstruct one's vision. We can offer the following for 1957-1958.

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| Strong, 1-yr. seedlings, 4 to 8 ins. | 100 | 1000 |
| | \$25.00 | \$225.00 |
| Transplants, 2-yr., 8 to 12 ins. | 50.00 | 450.00 |

Helleborus Niger

(Christmas Rose)
Our own grown.
3-yr. transplants,
\$50.00 per 100.
\$450.00 per 1000.

Two-Year Transplants in:

Cotoneaster divaricata
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Ilex helleri
Juniperus hetzi
Juniperus pfitzeriana glauca
Taxus capitata (strong, 2-yr. S.)
Taxus cuspidata (spreading)
Taxus densiformis
Taxus hatfieldi
Thuja nigra
Thuja woodwardii

Three-Year Transplants in:

Euonymus alatus compactus, 12 to 18 ins.
Pieris japonica
Rhododendron carolinianum
Viburnum carlesi (branched, 12 to 18 ins.)

Clematis Montana Rubens, 3 to 4 ft.

Taxus Capitata

Strong, 2-yr. seedlings, seeds sown lightly, plants grown with plenty of room in beds.

\$15.00 per 100;
\$125.00 per 1000.

Viburnum Carlesi

Strong, 2-yr. seedlings.

| | | |
|---|---------|----------|
| | 100 | 1000 |
| 4 to 6 ins. | \$15.00 | \$125.00 |
| 6 to 8 ins. | 20.00 | 175.00 |
| 8 to 12 ins. | 30.00 | 250.00 |
| Strong, 3-yr. transplants 12 to 18 ins., field rows, mail-order or canning size | 75.00 | 600.00 |

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- Lining-Out Stock
- Root-Thru Plant Pots

anything that aint off by the first of May goes with the land, so you got to get going on that too," Jim says.

Emil signed the purchase agreement and then the trouble began. He went down to get the abstract from the bank so he could get a legal description for the surveyor. The first snag was to get a lawyer to draw up a release from the mortgage on that part of the nursery.

Morse wasn't too pleased as he wanted the land himself, and then he made Emil sign an agreement to deposit the proceeds with the bank, so he could get his mits on the first cut of the sale.

"I'm going to take my business to the Lake Park Bank," Emil says.

"You better check to see how they will handle your overdrafts, Emil," Morse says. "You aint forgot how I been holding your checks waiting for your deposits to catch up all these years. And furthermore," Morse says, "Mrs. Morse would take her business to the F&M Nursery and where would you be?"

After that exchange of banter Emil went down to the pool hall to run down Sam the surveyor, who was in the midst of a game of Kelly pool, so we had to wait until that wound up. "Sam," says Emil, "how much would you take to survey a piece of the nursery which I am expecting to sell?"

"That all depends on a number of things," Sam says, "like how big a piece it is and if I can find the old stakes and if I have to wait five years for my pay. When they blacktopped Lake Ave. two years ago they ripped up all the old stakes before I got onto it, and now I have to check clear back to the section line. Last time I run a job on that road it cost \$186.00. It took me and my helper over 4 days."

"I wont go over \$30.00," says Emil. "I got one corner marked with a stake and you can work around in circles from there, shouldn't take you over two hours."

"Why dont you do it yourself if its so simple," Sam says. "If you want my regular rate, I'll do it, otherwise shut up and get back to your diggings."

Sam was a little put out, on account of a run in he had with Emil some years ago. "Furthermore," Sam says, "before I start I want it in writing so you dont backfire on me."

They sat on a corner of the pool table and Sam drew up an agreement on the back of an envelope and I signed it as a witness. "Nothing like having it in writing," Emil says as he went out the door. "Sam is

[Continued on page 44]

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At the International Rose Test Garden Trials at Portland, Oregon, "Pink Favorite" and "Burnaby" both received Gold Medal Awards. It was the first time a double honor has gone to one grower in the same year.

Roses were scored over a 2-year period by a panel of six judges under the direction of Rudie Kalmbach, noted curator of the Gardens.



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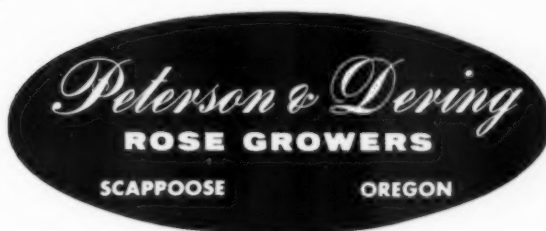
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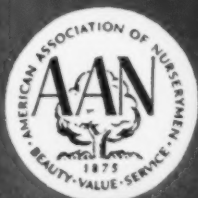
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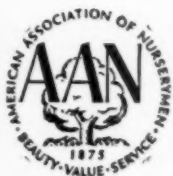
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We also have large blocks of narrow-leaved evergreens: **Taxus**, **Hemlock**, **Juniper**, **Arborvitae**, etc., ranging from cash-and-carry to heavy specimen landscape sizes.

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always looking out for Sam first. He will start Wednesday morning and I am going to keep time on the number of hours, so he cant slip anything over on me."

Sam started Wednesday morning like he said and Emil went over the ground to show him how much of a piece he was going to sell. "Start there on the corner, Sam, where I got that buggy axle drove in. I know thats right."

"That aint no survey stake, we got to dig around in the middle of the road and find the original survey monument, if there is one, otherwise I got to dig up that stake clear back on Randall Avenue and work this way, and the road is on the bias, so it aint easy. You go back to tending your rhubarb and leave us alone," Sam says.

The next afternoon just before quitting time Sam came into the office looking for Emil. "Emil," he says, "your old buggy axle is over on Oscar's land 12 feet, and that old hog house is eight feet over the line. I only got one stake so far and it looks like two days will finish it up. Just so you aint too surprised when you get the bill. Its a good thing I took it on the hour rate the way the job is running."

"Quit stalling around Sam," Emil

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"Where the Windmill Is"

Taxus cuspidata capitata, upright, 2 to 8 ft.

Taxus cuspidata, spreading, 15 ins. to 3 ft.

Taxus media hicksi, 1 1/2 to 3 ft.

Taxus media hatfieldi, 1 1/2 to 3 ft.

Taxus intermedia, very choice strain, 1 1/2 to 2 1/2 ft.

Also Other Varieties

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Taxus Moon's columnaris has been recognized as the most desirable yew grown.

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Cuspidata
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Intermedia

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Elegantissima
Pyramidalis
Wareana
Globosa
Woodwardi

JUNIPERUS

Pfitzeriana
Hetzi
Excelsa stricta
Depressa plumosa

ILEX (Holly)

Opaca (named varieties)
Bullata
Crenata
Chinese

PINUS

Mugho
Austrian

DOGWOOD

Pink
White

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Choice named varieties,
good selection.

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A splendid assortment in
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Rooted Cuttings \$ 8.00 per 100

Rooted Cuttings 75.00 per 1000

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NORTHERN-COLLECTED

Hemlocks, Ferns, Wild Flowers,
Trees, Shrubs.

ISAAC LANGLEY WILLIAMS

EXETER, N. H.

says. "A blind man could work it out in the Braille system sooner than you guys."

Four days later Sam had it done and brought in his bill for \$160.00 which knocked Emil for a double summersault. Sam just laid down the bill and walked out.

"The way things are going, Chas.," Emil says, "I will be losing money no matter what I get for the land. I had to pay \$25.00 already to the lawyer. Take a piece of scratch paper, Chas., and let me see how I will come out the way it looks. Put down, sale of land \$10,000.00 and then put down expenses. Cost of the land, let's see that was about \$400.00, so I got to pay taxes on half the difference at say 22%, that will be \$1100.00, survey \$160.00 and the abstract they got to copy all over, and the lawyer says it will be at least \$150.00, Jim's commission is \$500.00, legal fees about \$100.00."

"That totals up to over \$2000.00, then you got to pay Morse \$2000.00, then it will cost you at least \$2000.00 to move all that stuff off, that is, if you are going to save them box elders and that row of 9-foot honeysuckles. Altogether you spent \$6000.00 plus revenue stamps; you will do well to clear \$4000.00 and the land is worth that much for advertising purposes," I says.

"Chas.," Emil says, "I been talked into something, I aint going to sell. I aint getting enough for my land. I'll see the lawyer right this afternoon."

"You aint forgot the F&T Oil Co. has got a legal option to buy which they aint going to give up." But Emil was already out the door and heading for town.

Next morning I says, "Howd you come out, Emil?"

"The lawyer says the only way is to get a judge to declare me incompetent and I sure aint going to work that dodge. He claims I am stuck," Emil says.

As we was sitting there going over the mail two gents came into the office and introduced themselves as representing the Pacific and Atlantic Oil Co. looking for a spot for a filling station. They beat around the bush for a while and then they offered Emil \$20,000.00 for his land, the same piece we was already contracted for. Emil never batted an eye, but told them he would think it over and to come back in a couple of weeks.

After they went away I says to Emil, "Whats the idea, Emil, you aint got a chance in the world to make a deal."

"I told them I would think it over,

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OFFERS FOR FALL, 1957, AND SPRING, 1958

| | Each |
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| Acer platanoides drummondii , silver variegated | |
| 1-yr., grafts, whips, 4 to 5 ft. | \$1.05 |
| 1-yr., grafts, whips, 5 to 6 ft. | 1.30 |
| Acer Fanneus Black | |
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| 1-yr., grafts, whips, 4 to 5 ft. | 1.10 |
| 1-yr., grafts, whips, 5 to 6 ft. | 1.25 |
| 1-yr., grafts, whips, 6 to 7 ft. | 1.40 |
| Acer saccharum fastigiatum (pyramidal) | |
| 1-yr., grafts, layers, 3 to 4 ft., few | .80 |
| 1-yr., grafts, layers, 4 to 5 ft., few | 1.05 |
| Carpinus betulus pyramidalis (fastigiata) | |
| 1-yr., grafts, 18 to 24 ins. | .70 |
| 2-yr., grafts, 2 to 3 ft. | 1.10 |
| 2-yr., grafts, 3 to 4 ft. | 1.40 |
| Cercidiphyllum japonicum (Katsura Tree). A pyramidal, bushy tree, with attractive foliage coloring. | |
| 1-yr., layers, 18 to 24 ins. | .65 |
| Layers, 2 to 3 ft. | .95 |
| 3 to 4 ft. | 1.25 |
| Crataegus caryocarpus (lavalie) | |
| Orange-red fruits throughout winter. | |
| 1-yr., grafts, whips, 3 to 4 ft. | .75 |
| 1-yr., grafts, whips, 4 to 5 ft. | .95 |
| Crataegus oxyacantha Paul's Scarlet | |
| 1-yr., grafts, whips, 2 to 3 ft. | .40 |
| Double red, budded, 1-yr., grafts, whips, 3 to 4 ft. | .65 |
| Budded, 1-yr., grafts, whips, 4 to 5 ft. | .90 |
| Budded, headed whips, 2-yr., grafts, 5 to 6 ft. | 1.60 |
| Davidia involucreata | |
| 1-yr., T. C., 8 to 12 ins., few | 1.40 |
| T. 12 to 18 ins. | 1.80 |
| T. 18 to 24 ins., few | 2.40 |
| Fagus sylvatica asplenifolia (Fern-leaved Beech) | |
| 1-yr., grafts, 12 to 18 ins., all varieties | .95 |
| Fagus sylvatica pendula (Weeping Green Beech) | |
| 2-yr., grafts, 3 to 4 ft. | 2.40 |
| Fagus sylvatica diversa (Rivers' Purple Beech) | |
| 2-yr., grafts, 4 to 5 ft., few | 3.10 |
| Fagus sylvatica purpurea pendula | |
| Fagus sylvatica purpurea rohani , new, purple fern-leaved | |
| Fagus sylvatica purpurea spathi , new, deep purple | |
| Fagus sylvatica purpurea Tricolor | |
| Outstanding, rosy-edged purple leaves. | |
| Philadelphus coronarius aureus | |
| T. 6 to 8 ins. | .22 |
| Rhus cotinus rubrifolia | |
| T. liners, 12 to 18 ins. | .40 |
| Rhus coccinea Royal Purple | |
| Deeper-colored foliage than rubrifolia. Well-recommended. Bushy. | |
| T. layers, 18 to 24 ins. | 1.10 |
| Robinia hesoniensis (Thornless Honey Locust) | |
| 1-yr., grafts, whips, 3 to 4 ft. | .85 |
| Grafts, 4 to 5 ft. | 1.25 |
| Robinia semperflorans , white | |
| 1-yr., grafts, 3 to 4 ft. | .90 |
| Grafts, 4 to 5 ft. | 1.30 |
| Robinia hispida Monument | |
| Pink flowers in long racemes. Vigorous, hardy, very attractive. | |
| 1-yr., grafts, 3 to 5 ft. | 1.55 |
| Sorbus aria (Beam Tree) | |
| Bright green leaves, woolly beneath, scarlet-red fruits. | |
| 1-yr., grafts, 2 to 3 ft. | .70 |
| Grafts, 3 to 4 ft. | 1.10 |
| Grafts, 4 to 5 ft. | 1.50 |
| Sorbus majestica | |
| Finest variety of White Beam. Silvery-white undersurface of the leaves. Red berries. Larger fruits and leaves than the type. | |
| 1-yr., grafts, 2 to 3 ft. | .90 |
| Grafts, 3 to 4 ft. | 1.25 |
| 4 to 5 ft. | 1.65 |

| | Each |
|--|--------|
| Sorbus lutescens , yellowish foliage | |
| 1-yr., grafts, 2 to 3 ft. | \$0.80 |
| Grafts, 3 to 4 ft. | 1.10 |
| Grafts, 4 to 5 ft. | 1.50 |
| Weigela middendoriana | |
| Large golden flowers in clusters, bell-shaped. | |
| 1-yr., C. | .45 |
| 2-yr., T., C., 18 to 24 ins. | 1.05 |

| | Each |
|--|--------|
| Campsis Mme. Galen | |
| Orange-red flowers, 2½ to 3 ins. Well-recommended. | |
| 2-yr., grafts, 2 to 3 ft. | \$1.10 |
| Campsis Yellow Trumpet | |
| Large yellow flowers. Dark green foliage. | |
| 2-yr., grafts, 2 to 3 ft. | 1.00 |

RHODODENDRON (Hybrids)

(West Coast Growers: See our classified ad under rhododendron heading.)

Hardy Varieties

| | | | |
|---|--|--|--------|
| America , best bright red | | Giganteum , bright rose | |
| Boule de Neige , white | | Ignatius Sargent , rosy-scarlet | |
| Caractacus , deep crimson, compact | | Jacksoni , yellowish-white | |
| Catawbiense Boursault , rosy-violet | | Lee's Dark Purple , dark purple | |
| Catawbiense Grandiflorum , fine, large | | Lord Roberts , dark red, black blotch | |
| C. S. Sargent , bright scarlet | | Mme. Carvalho , white, green blotch | |
| Cunningham White , white, vigorous | | Mme. Masson , white, yellow spotted | |
| Dr. H. C. Dresselhuys , crimson | | Mrs. P. den Ouden , good red | |
| Dr. H. J. Lovink , bright crimson | | Parsons Gloriosum , rose-lilac | |
| Dr. V. H. Rutgers , crimson | | Parsons Grandiflorum , purplish-red | |
| English Roseum , rose | | Prof. Bettex , fine red | |
| E. S. Rand , red | | Roseum Elegans , bright red-violet | |
| Everestianum , rosy-lilac, fringed | | Roseum Superbum , bright red | |
| Fastuosum Florum Plenum , double mauve | | Van der Broeke , crimson | |
| F. D. Godman , dark red | | Van der Hoop , carmine-rose | |
| 1-yr., grafts, 1000 and up | | Van Weerden Poelman , fine bright red | |
| 1-yr., grafts, 250 and up | | | Each |
| 1-yr., grafts, 150 and up | | | \$0.58 |
| 1-yr., grafts (minimum 100) | | | .60 |
| | | | .63 |
| | | | .75 |

AZALEA MOLLIS (Hardy Varieties)

| | | | |
|--|--|---|------|
| Babeuf , orange-red, tinged salmon | | Hortulanus Witte , orange-yellow | |
| Chevalier de Reali , light yellow | | Hugo Hardyzer , bright red | |
| Comte de Gomer , bright pink | | Hugo Koster , salmon-red | |
| Comte de Quincy , yellow | | J. C. van Tol , bright red | |
| Consul Focher , pink | | Nicholas Beets , yellow, tinted bronze | |
| Dr. Reichenbach , salmon-orange | | T. J. Seidel , salmon-orange | |
| Emile Liebig , salmon-orange | | W. E. Gumbleton , yellow | |
| Frans van der Bom , salmon-orange | | | |
| T. layers | | | .55 |
| 3-yr., T., grafts, bushy, well-budded, 12 to 15 ins. | | | 1.60 |

CHOICE MOLLIS (Hardy Varieties)

| | | | |
|--|--|---|------|
| Directeur Moerland , golden-yellow | | Von Giesel , large, salmon-rose, orange-red | |
| Dr. M. Oosthoek , deep orange-red | | Lemonora , apricot, tinted pink | |
| Koster's Brilliant Red , glowing orange-red | | Queen Emma , fine orange | |
| Mrs. G. van Noordt (Jeanne Oosthoek) | | Salmon Queen , apricot-yellow, salmon border | |
| T. layers | | | .70 |
| 3-yr., T., grafts, bushy, well-budded, 12 to 15 ins. | | | 1.70 |

HARDY GHENTS (PONTICA)

| | | | |
|--|--|---|------|
| Bouquet de Flore , deep pink | | Grandeur Triomphante , violet-rose | |
| Cardinal , salmon-pink | | Ignacia nova , carmine-red | |
| Coccinea speciosa , orange | | Nancy Waterer , golden-yellow | |
| Cornellie , pink, double | | Narcissiflora , sulphur-yellow, double | |
| Daviesi , nearly white | | Pallas , red, early | |
| Fanny (Puccella) , dark lilac-pink | | Sang de Gentbrugge , brilliant red | |
| Gen. Trauff , rose, shaded orange | | Unique , yellow | |
| Gloria Mundi , orange | | William III , orange | |
| Grafts or layers | | | .65 |
| 3-yr., T., grafts, bushy, well-budded, 12 to 15 ins. | | | 1.65 |

Terms of Sale: F.O.B. Hoboken, N. J., minimum order \$100.00. F.O.B. Laredo, Seattle and San Francisco, minimum order \$400.00. Packing material at cost.

Payment: 2% discount for cash with order or 25% with order, balance C.O.D. Credit terms available.

Price Lists: General assortment, rhododendrons (over 175 varieties) and of azaleas on request.

HOLLAND NURSERY PRODUCTS

Wholesalers

Importers

QUALITY STOCK

For the Coming Season

Azalea schlippenbachi,
12 to 18 ins.

Azalea vaseyi, 12 to 18 ins.

Azalea mollis, 12 to 18 ins.

Dogwood, White-Flowering,
4 to 5 to 6 ft.

Ilex crenata, 15 to 18 to 24
ins.

Ilex opaca, gallon cans

Pieris japonica, 15 to 18 ins.

Taxus browni, 12 to 15 to 18
ins.

Taxus henryi, 12 to 15 ins.

Lining-Out Stock

Azalea vaseyi, 4-yr., XXX

Azalea mollis, 4-yr., XXX

Pieris japonica, 3 -yr., XX

Taxus capitata, 4-yr., S., XX

Taxus capitata, 3-yr., S., X

Taxus Green Mountain (New
Patent No. 1311), 3-yr., XX

Taxus hatfieldi, 2 and 3-yr.,
XX

Taxus Halloran, 2-yr., XX

Taxus henryi, 2-yr., XX

Taxus intermedia, 2-yr., XX

Taxus browni, 2-yr., XX

Taxus browni, 1-yr., X

Taxus hicksi, 1-yr., X

Magnolia soulangeana, 2-yr.,
XX

Seedlings

Acer platanoides, 1-yr., S.

Gleditsia triacanthos inermis,
1-yr., S.

Quercus palustris, 1-yr., S.

BROOKFIELD GARDENS

Delaware, N. J.

I am going to do just that Chas. and the longer I think it over the madder I get. Jim Lake talked me into it and he aint no more a judge of land than my horse Victoria. Ten thousand extra dollars looking at me and I cant do nothing about it."

Now any of the members which has been reading about Emil for the first time will think this is the end of the story, but the old members which has known Emil for the last 20 years, will realize that Emil has skinned out of some tough situations and this was no exception.

Come the first of October when the pheasant season opened in North Dakota the two owners of the F&T Oil Co. took off in their own plane for 3 or 4 days hunting.

On the morning of October 5th, we got a phone call from their lawyer asking for an extension of their purchase agreement as his clients had trouble with their plane and would be delayed until the next day. I told them Emil was out of town and that I would tell him when he came home. I rushed out to the corn crib, where Emil was repairing a couple of belts for the corn binder.

"Emil," I says, "a miracle has happened," and I told him about the phone call.

"That will just delay it another day until Monday as far as I can see," says Emil.

"Dont you see Emil if you refuse to grant the extension the contract expires and you get the land back," I says.

We never called the lawyer and Emil kept out of sight until the appointed time at 2 o'clock at the bank. The lawyer from the F&T Oil Co. was wild but Emil just sat there and kept his big mouth shut, which was a most unusual thing for Emil.

Now the members can all see how it comes that Emil really did sell his land for \$20,000.00 instead of half as much, and it accounts for the fact that he has a new Chevvy, the first new car he ever owned. It is quite likely that Emil will turn up at the convention in Miami in style next summer.

CONVENTION HIGHLIGHTS

[Continued from page 14]

ernors at the general session Wednesday morning, July 24. Clark Kidd, chairman of the trade practices and ethics committee, will offer the revisions, and there will be opportunity to discuss them.

Other important activities on which reports will be rendered are the northeast regional research proj-

GROWERS OF EVERGREEN TREES

Especially for
**Christmas Trees and
Forest Planting**

**WESTERN MAINE
FOREST NURSERY CO.**
FRYEBURG, ME.

Lining-Out Stock

Both
**Transplants and
Seedlings**

Wholesale and Retail
Write for Free Price Lists

**NOW OFFERING FOR FALL,
1957 and SPRING, 1958**

FRUIT TREES

| | |
|----------------|--------------|
| Standard Apple | Sweet Cherry |
| Dwarf Apple | Sour Cherry |
| Standard Pear | Dwarf Cherry |
| Dwarf Pear | Apricot |
| Plum | Peach |
| Prune | Quince |

**FLOWERING CRAB APPLES
PRIVET HEDGING
FRENCH TREE LILACS
LOMBARDY POPLAR**

Write for list of varieties and prices or see us at Miami Beach.

ROBERTS NURSERY CO.
DANSVILLE, N. Y.

Introducing

"CHEROKEE CHIEF"

A NEW and DIFFERENT Red-Flowering Dogwood

(A truly red *Cornus florida rubra* with excellent growth and outstanding foliage characteristics)

NEW — DIFFERENT — OUTSTANDING

★ EXCELLENT GROWER

★ NEW GROWTH A BRIGHT RED CHANGING
TO A RICH LUXURIANT GREEN

★ BLOOMS A BEAUTIFUL DEEP RED

Available beginning fall, 1957, from the following growers:

Commercial Nursery Co., Decherd, Tenn.

Crimson Dale Nursery, Winchester, Tenn.

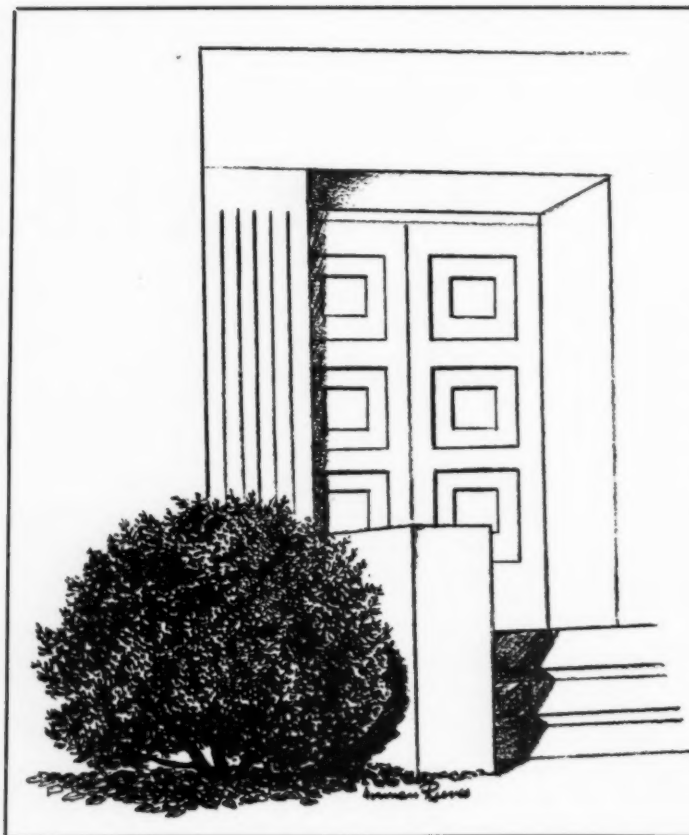
Hawkersmith & Sons Nursery, Tullahoma, Tenn.

Ike Hawkersmith Nursery, Winchester, Tenn.

Riverside Nursery, Winchester, Tenn.

Tennessee Valley Nursery, Winchester, Tenn.

Write Any of the Above for Full Description and Prices



ILEX

Crenata Rotundifolia

4000 2 to 2½ ft.

3000 2½ to 3 ft.

2000 3 to 3½ ft.

Many other varieties and types of shade and flowering trees, shrubs and evergreens—also ground covers.

Inquiries invited as we do not publish a catalog. Better yet, visit our nursery, make selection and receive quotation on the spot.

Plants sold B&B only.

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Nurseries

PENNINGTON, N. J.

Phone: Pennington 7-0700

ect on marketing nursery stock and association - state cooperative programs.

Among the entertainment features a Florida specialty is the "cracker breakfast," a fabulous affair at which the Florida chapter of the A. A. N. and the state department of agriculture will be hosts to the visitors, in the Fleur-de-Lis room of the Hotel Fontainebleau. Scheduled for Thursday morning, this event promises not only a tremendous meal, but special music and entertainment.

Noteworthy, too, are the inspirational speakers who will address the convention — Boyd Campbell, chairman of the executive committee of the Chamber of Commerce of the United States; Joseph F. Leopold, National Associated Businessmen, Inc., Dallas, Tex., and H. Wayman Parker, Merck, Sharp & Dohme, Jacksonville.

VARIANCE of zoning regulations was recently granted Robert W. Owens, permitting him to operate a 10-acre nursery at Las Vegas, Nev.

PLANS to open the G & K Nursery at 4302 Kirkwood highway, Wilmington 8, Del., in July were announced by Ralph I. Klair and Robert P. Gilden.

We would like to take this opportunity to thank our customers for their patronage the past year, and to assure them that during this coming year we will again bring them the best service possible and top-quality stock at quantity prices.

GARDNER'S NURSERIES, INC.

ROCKY HILL, CONN.

Two Sensational New Floribundas

Only All-America Floribunda
Winners for 1958



FLORIBUNDA ROSE **GOLD CUP**

P. R. R.

A large-flowered Floribunda of unusual vigor, deep yellow, free. The kind you have been waiting for.

FUSILIER

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GOLD CUP

FLORIBUNDA ROSE **FUSILIER**

P. R. R.

Intensely brilliant red, very vigorous, free, double, attractive.

• These and other money making items available for 1957-58. Contact our representatives or write us concerning our special promotions.

BADGE 32

Jackson & Perkins Company

World's Largest Rose Growers • **NEWARK, NEW YORK**

*All of our licensees
were 100% SOLD OUT
this past season of
all 3 varieties.*

Please ORDER EARLY

Blossomtime

continuous-blooming climber

"If I could have but one Rose grow in my garden, it would be Blossomtime," quoted a famous rosarian. It is never out of bloom. It is strong and provides a profusion of exhibition-quality blooms with little care. It has perfection of form, ample substance, a pleasing color as clean and fresh as the first days of spring. Fragrant also. Blossomtime is the best of the everblooming hardy climbers. Everyone loves Blossomtime.

3 BOSLEY



BLOSSOMTIME

Plant Pat. 1240

GOLDEN WINGS

Plant Pat. 1419

(A Shepherd hybrid)

**Ask your
Favorite
Grower to
bud these
for you**



NURSERY

Roses

51

Golden Wings

Tied for the HIGHEST SCORE ever given a rose by members of the A. R. S.

The Most Unusual Rose Ever Developed.

An extremely beautiful and vigorous everblooming hybrid tea rose, which will reach shrublike proportions if left to its own manner of growing. A landscaper's dream come true—an ironclad hardy rose. It can be confined to an ordinary bed of roses or made into a beautiful hedge. As versatile as it is beautiful. Truly one of the all-time great roses.

BLOSSOMTIME and GOLDEN WINGS

(except as noted)

will be available again in the fall of 1957 from THE BOSLEY NURSERY, Mentor, Ohio, or the following licensed growers:

Barnes Roses, Inc.
Huron, O.

*Elmer Roses
San Gabriel, Calif.

Gerard K. Klyn, Inc.
Mentor, O.

Maywood Rose Nurseries
Roseburg, Ore.

*Neosho Nurseries Co.
Neosho, Mo.

Peterson & Dering
Scappoose, Ore.

*The Shenandoah Nurseries
Shenandoah, Ia.

Ty-Tex Rose Nurseries
Tyler, Tex.

Thomasville Nurseries, Inc.
Thomasville, Ga.

N. Van Hevelingen
Portland, Ore.

*Blossomtime not available from these growers.

MENTOR, OHIO

June Bride p. a. f.

is the

*First White Grandiflora
Rose Ever Developed.*

At last a disease-resistant white! A super-vigorous everblooming grandiflora rose that bears hundreds of fragrant white blooms. It grows big and strong—twice the size of ordinary bushes.

Vigor and stamina are part of its pedigree.

For the next season this variety will be available from THE BOSLEY NURSERY, Mentor, O.

JUNE BRIDE

p. a. f.

(A Shepherd hybrid)



THIS BUSINESS OF OURS

Reflections on the Problems of Nurserymen

By E. Sam Hemming

A NEW TOWN

On a recent trip from Maryland to another eastern state I had an opportunity to drive through and look at one of the complete new towns that have recently been built in open country. There is one near Baltimore, with which I have become familiar, but the observation of at least one other such project was needed to confirm my impressions.

Among the good impressions I gained from these building feats is the realization that they give literally thousands of people of modest means perhaps their only chance to own a home and lot in a suburban area away from the hot city streets. The street plans and lot arrangements are generally good, allowing for space, proper traffic movement and interesting use of topography.

Home Design Monotonous

The architecture of the homes, however, is generally monotonous, for mass production permits little variation—nothing more than alteration of minor features and changes in the color of trim or outside surface. This uniformity is excusable in houses in the \$10,000 class but not in houses in the \$25,000 to \$30,000 class, some of which are included in these towns.

The shopping center or centers are excellently conceived and show results of the extensive studies that have recently been devoted to the design of these commercial areas. Schools are constructed either on lots reserved for them within the towns or on reserved land adjacent to the communities and are designed and built by the local government. Most school construction since the war has been well conceived and executed.

I do not know whether space is allocated for churches or not, but none seem to be apparent, and it does seem odd to see these towns without them. One must assume that churches are not planned as a part of the communities.

The two towns left me with several bad impressions, among them being the feeling that better imagination could have been used in the bulldozer grading and that at least some of the trees and old stone houses on the original farm land could have been preserved.

I have mentioned several times that the bulldozer is a mixed blessing. It is obvious that the topsoil on these former farms is pushed around without much care in the process of town building; adequate topsoil is lacking on many of the lots. Proper grading is important to the success of these towns, but the bulldozer operators are never going to consider that factor unless forced to do so by the engineer or developer.

It also seems to me inconceivable that every single tree on the property chosen as a town site should have to be destroyed. Surely 1 or 2 per cent of the trees should be so located as not to be in the way of grading, street construction or home building. Single trees and small groups of trees located in the back yards of these homes would certainly provide interest and comfort for the owner. Including existing trees in the lot planning certainly should be pos-

sible in the section made up of the more expensive homes.

Old stone farm houses are generally valuable real estate, and it would seem that their preservation on tree-shaded lots where they would not interfere with streets and utilities would add interest to the development and break the monotony of the boxlike homes.

Landscaping Not Impressive

I do not get the impression that the planting and landscaping of these homes have been executed by a skilled landscape architect. Of course, even the best planting would have a hard time under such soil conditions. Since there are absolutely no trees but the new, small, nursery-size ones, the whole town has a raw look that will take six to 10 years to overcome. There seemed to be entirely too many arborvitae even about the more expensive homes—a type of planting that should have disappeared in 1930.

The deciduous shrubs used, while they are less expensive types, will have a better effect than the evergreens. One gets the impression that good landscaping of the individual homes will not come about until individual owners who are green thumb gardeners and amateur



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VINELAND, N. J.

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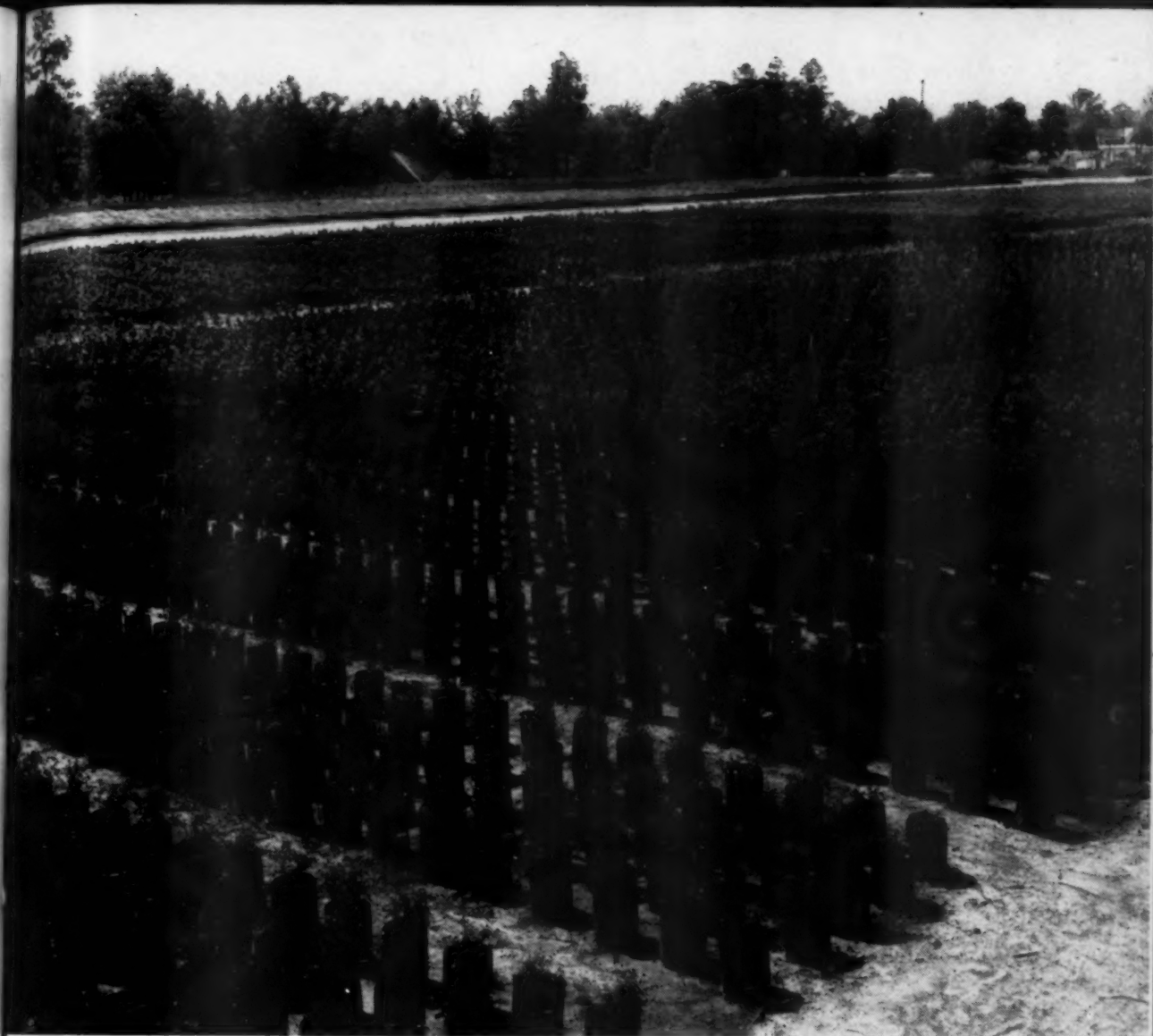
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VERHALEN PLANTS

COME BY AND PICK THEM UP!

More people spend more time and money in their back yards in the summer than any other part of the year. The progressive nurseryman is rapidly realizing this and has learned that **summer business is good business.**

The modern garden center is an up-to-date store. It has for sale all the plants, trees, seeds and bulbs for planting a home. It offers all the fertilizers, pest controls and gardening tools to care for the lawn and plants. Finally it offers the lawn furnishings to make living outside as easy as inside the home.

The up-to-date nursery to fully provide the requirements of modern homeowners finds it necessary to remain open and completely stocked through the summer: the outdoor living months.

Plants in containers can be transplanted any time. They should be available for purchase by the public at any time. Those nurserymen displaying them will sell them.

Summer months may eventually be the nurseryman's big season. It is the time of greatest maturity of flower, color and foliage on the plant, consequently the most advantageous period to show it.

WHY NOT SELL ALL SUMMER?

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Tree-Land, Inc.
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Whether you're just starting a garden mart or you have been established for years, we think that we can offer you products and services that will help you where it counts—the profit column.

We believe you'll agree these are good reasons to **BUY BURR:**

1. Plants of the highest quality.
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Manchester, Connecticut
or Phone Mitchell 3-4161

plantsmen start to express their personalities.

In these developments the engineers have an opportunity to place their overhead utility wires away from the streets and the interference of trees. Consequently the street tree planting could be more freely planned, with interesting groups at irregular intervals to add to the avenue effect of evenly spaced planting.

Perhaps as more of these towns are built, the developers will find ways to improve on their methods.

FAIRCHILD GARDEN

[Continued from page 9]

visit during one's stay at Miami Beach.

Water Vistas Notable

Mr. Phillips is noted for his handling of water vistas. At the Fairchild garden the lakes have that casual appearance that one associates with nature, but a study of the garden's plans reveals how well integrated the man-made lakes are with the rest of the garden.

Although the palms are the garden's most important collection, certainly they are hardly more interesting than the garden's cycads. In the collection of these living plants, of a type that was a companion of the dinosaurs and appears today as fossils, are representatives from just about every continent in the world where cycads still exist. These strange plants, mistakenly called ferns by some and palms by others, are interesting in their form and colors, as well as because of their place in the plant kingdom. One botanist has referred to them as "not only living reminders of the past geological ages, but also as plants which possess equally the grace of the fern and the majesty of the palm."

Also among the garden's collections are a large number of plants commonly grown as indoor plants in cooler climates. It is interesting to see philodendrons, anthuriums, tropical ferns and ground covers growing outdoors at the Fairchild Tropical Garden. Philodendrons and syngoniums climb to the tops of trees. Cat-tleyas and bromeliads bloom along the branches of oaks and in the jungle gardens.

Flowering Trees

In the flowering tree collection are representatives of cassia, spathodea, bombax, triplaris, frangipani, cochlospermum and many others. But, like the other things, including the vines, they bloom at various times of the year and are never all in bloom at

GEO. FRANK AND SON PENFIELD, N. Y.

— Established 1924 —

PERENNIAL AND ROCK PLANTS

All Leading Varieties

FIELD-GROWN, TRANSPLANTED
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Fresh Dug for Each Order

Specializing in

Delphinium Pacific Hybrids
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QUALITY MERCHANDISE
AT REASONABLE PRICES

VANDERBROOK NURSERIES, INC.

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Milford, Del.

OUR
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BADGE 650

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Little Silver, N. J.

the same time. It may be that schefflera, or Queensland umbrella tree, commonly grown in the north as an indoor plant, will be in bloom in July. Here it becomes a tree, producing spikes of red flowers during the summer. The spathodea, known also as the African tulip tree, blooms periodically both spring and summer. Unfortunately, the flowering period of the striking shaving brush tree, pachira, is over by summer.

The history of the garden is unique. Its founder, Colonel Montgomery, was a widely known tax attorney and accountant. He became interested in horticulture early in life and built at Cos Cob, Conn., the largest collection of conifers in the world. The colonel began spending his winters in Florida in the early 1930's, first in the Lake Wales area, where he became acquainted with Mr. Phillips while he was in charge of the Olmsted Bros.' work at the Bok tower. But Lake Wales was a little too cool for palms, the colonel's new interest, and in 1933 he moved to Dade county.

Fairchild Introductions

It was during this period that he read a book by Dr. Fairchild, formerly head of the plant introduction office of the United States Depart-

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Euonymus alatus compactus

18 to 24 ins.
 2 to 2½ ft.
 2½ to 3 ft.
 Spiraea, Red-leaved Barberry, Lilac, Variegated Dogwood, Flowering Quince, Amur River and Ibolium Privet.

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Juniperus glauca hetzi

18 to 24 ins.
 2 to 2½ ft.
 2½ to 3 ft.

Pinus nigra austriaca

2 to 3 ft.
 3 to 4 ft.

Taxus cuspidata capitata

well-sheared specimens
 5 to 7 ft.

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Maple — Sugar, Red and Norway

All nursery-grown. Also collected specimen Sugar Maple in sizes from 4 to 8-in. cal.

Willow, Niobe Weeping, sizes up to 3½-in. cal.

Oak, Pin, in sizes up to 2½-in. cal.

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The popular bales of REX Peat Moss are now wrapped in a new, treated burlap, with bright yellow staves. This new look in peat moss packaging has genuine eye appeal. It will stimulate interest . . . assure increased sales in this profitable soil-conditioning agent.

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Price per square—\$2.15, F.O.B. docks, main U. S. Atlantic and Gulf ports, in minimum quantities of 250 squares.

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SUPERIOR QUALITY—IMPORTED FROM JAPAN
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| | 18-oz. "B" 100 sq. ft. | 24-oz. "B" 100 sq. ft. |
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| Up to 40 united ins.* | \$8.96 | \$12.26 |
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PRICES F.O.B. docks in 100-case quantity.

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| 350 kegs or more | \$12.60 |
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60 acres growing. **Shanawakeles, N. Y.**

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PLANTS

SHRUBS

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CHARLOTTE, VT.**

ment of Agriculture, entitled "Exploring for Plants." In the book Dr. Fairchild told about the interesting tropical plants he had introduced to Florida from all over the world. However, the plants had become scattered, and there was no single place where a person could go and see these interesting species. This induced Colonel Montgomery to build a botanical garden that would include such a collection. He bought the land and gave, altogether, more than \$350,000 to the garden between 1935 and the time of his death in 1953.

The garden depends on membership dues and gifts from friends to cover the cost of maintenance and expansion. The Dade county park department also takes care of part of the garden, deeded to the public by the colonel, and the department also provides funds for expansion in its own area of the Fairchild Botanical Garden.

Continued Expansion

There has been no time since its founding, except during World War II, that the garden has not made some expansion. It is expected eventually to cover more than 100 acres.

Introduction of plants from all over the world continues at a rapid pace. At the garden visitors will see thousands of small palms and other plants in the slat houses, being grown from seeds sent by cooperators all over the tropical world—from Africa, Madagascar, Java, Malaya and the Latin-American countries. Many of these plants may enter into the nursery trade and one day become widely sold as indoor plants. It has happened before. The popular cluster palm, *Chamaedorea erumpens*, was a Fairchild garden introduction.

Summer is one of the best times of the year to visit the garden. Everything is at its peak during the warm, rainy season. Tropical plants do not care for cool, dry weather. The palms, ground covers and tropical jungle plants should be at their best during the nurserymen's convention.

INCORPORATION formalities were completed recently by Algonquin Nurseries, Ltd., Nepean, Ont., Canada.

WILLETTE E. HUME executive secretary of the Georgia State Nurserymen's Association, changed her office address July 1 to 3315 Peachtree road, northwest, Atlanta 5, Ga. No longer in the employ of Norman C. Butts, Atlanta, she will operate her own wholesale business, Nursery Products & Supplies.

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The NEW shade tree with the presold market

**Solid
Green
Foliage**

**Fast
Hardy
Growth**

**Thornless
and
Seedless**



No doubt about it, MORaine Locust has become the fastest selling new shade tree for many nurseries. It is growing in popularity everywhere for these reasons:

23 years of growth experience

Scientifically propagated to assure *absolute* freedom from thorn or seed pod growth during the life of the tree.

Luxuriant solid green foliage

Maintains its solid green foliage throughout the leaf season. Provides a healthy green *live* appearance so desirable during the dried out period of hot summer weather.

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Grows to a wide spreading vase shaped tree of great beauty.

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MORaine Locust has a hard wood cellular construction that makes it resistant to storms. Grows to a height of 25 to 30 feet in just 10 years. Transplants easily—withstands drought—grows luxuriantly in almost every climate.

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Fame of the MORaine Locust has spread rapidly due to both the tree itself and to enthusiastic acceptance of leading nurseries from coast to coast. Nationally advertised in all leading flower and garden publications.

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* Plant Patent No. 836 "Moraine" is the registered trade mark in both the U.S. and Canada of the Siebenthaler Co., Dayton, Ohio

MORaine® LOCUST
The aristocrat of shade trees

Container Growing in the Northeast

By Lewis Hill

When the Hillcrest Nursery, Greensboro Bend, Vt., first started growing plants in pots, it was to lengthen the growing season, which still seems to be the most important advantage, although there are others, along with a few disadvantages.

One of the biggest surprises to the nursery staff, concerning container growing, was the low level of winter damage. It seemed that there would be little chance of getting a potted tree, set on the surface of the ground, through our severe winters. Temperatures of 30 degrees below zero, or even less, are not uncommon. Happily this proved to be the least difficulty. The pots were simply placed close together, the snow covered them and there were almost no losses. Even one winter with little snow left the plants in good condition.

Grass and weed control between the pots was more of a problem. Paving the area, even for a small nursery like ours, was out of the question. Gravel had to be put on in a thick layer to keep the grass from growing through it. Wood shavings were used at first, but they held the moisture so well that roots grew through the pot bottoms and down into the shavings.

Use Black Plastic

Now we are using black plastic sheeting, which is unrolled the length of the beds and then covered with old hay or straw to protect and hold it in place.

We found it necessary to mow the grass stubble extremely close before putting down the plastic. All stones, sticks and other sharp articles should be removed, for the plastic is easily punctured and weeds and grass will come up through the smallest hole. Five feet has proved to be a good width for the beds.

Cloverset pots, cans, plastic pots and maple sap buckets are all used for containers. The 4-gallon galvanized sap buckets are excellent for the larger shrubs and trees. They are long lasting, especially when painted or dipped in roofing compound. Unfortunately, they are quite expensive, unless one finds someone who has decided to go out of the maple sugar business and is willing to sell his equipment cheap. The short, large buckets are preferred to the tall narrow ones, because they are less likely to be blown over in the wind. Inci-

dentally, we found a windbreak most essential to the pot-growing area. Tall fruit and shade trees, especially, blow over easily when potted.

To save punching a drain hole in each bucket separately, one of our young neighbor friends came up with an interesting solution. A shot was fired at the bottom of each stack, punching the entire stack at once. Needless to say, a hard bullet should be used rather than an expanding one! Otherwise, most of the bottom would be missing from the last buckets.

Advantages

Besides the advantage of stretching the selling season through the summer, we liked other aspects of container growing. On holidays, when visitors were most numerous, sales could be made far faster than they could if stock had to be dug and wrapped. Customers seem to like the appearance of a potted fruit tree or shrub leaved out and growing. Also, since a lot of our retail business is with people who own summer homes,

it is important to have the stock available while they are here, a service which can be conveniently provided with a stock of container-grown plants.

There is certainly an economy of land that may be more important to some than to others. A great many potted plants can be grown in a small space. Growth of nursery stock in pots is often considerably faster. Fertilizer can be used more efficiently. There is no need for cultivation, and if the soil is carefully sifted and treated, little hand weeding need be done. It was noticed, too, that mortality of the young seedlings was less when they were transplanted into pots rather than being lined out in open ground—probably because they received better care and more water.

Disadvantages

There are definitely some drawbacks to container growing. Potted stock has to be watered frequently and heavily. Fortunately, we have had enough water so far, but I dread

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Color catalog available.

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Liners—1-yr.

AMERICAN HOLLIES

2½ to 3-in. pots.

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| From 4-in. pots. | |
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| Selected heavy fruiter | 95.00 |
| Thompson | 95.00 |

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| Aquilpernyi Brilliant | 40.00 |
| Pernyi, male and female | 45.00 |
| Cornuta, male and female | 40.00 |
| Cornuta burfordi | 40.00 |
| Pedunculosa, male and female | 60.00 |
| From 4-in. pots. | |
| 10 to 18 in. | |
| Cornuta, male and female | 85.00 |
| Cornuta burfordi | 85.00 |

ENGLISH HOLLIES

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| Alecornis | 45.00 |
| Integrifolia | 45.00 |
| Donnington | 55.00 |
| Fisher | 45.00 |
| Dr. Kasseb, hybrid | 55.00 |
| Pyramidalis, male | 40.00 |

All plants listed, choice, beautiful, selected stock. 25 of any one variety at the 100 rate. Write for complete trade list.

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| 8 ins. | \$0.75 |
| 10 ins. | 1.00 |
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| 15 ins. | 2.00 |

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| 6 ins. | .50 |
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Our Hinos are very dark red.

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| 20 ins. | 3.50 |
| 24 ins. | 5.00 |
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OTHELLO, SALMON BEAUTY, FEDORA and CARMEN are all the same price.

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We also have limited quantities of the following varieties: Louise Gable, Favorita, Beethoven, Johann Strauss, Rose Bud, Rose Greeley, Addy Wery and Polaris.

Rooted cuttings of all varieties ready November 1. \$50.00 per 1000 except—Rose Bud, Rose Greeley, Addy Wery, Louise Gable, \$75.00 per 1000.

Buy northern-grown hardy azaleas. Our cuttings are made from plants that have been outdoors, unprotected for the past 15 years. Try them once and see the difference.

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Taxus cuspidata capitata, 1, 2, 3-year seedlings.

Taxus varieties, rooted cuttings,
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Seedlings: **Spruce, Hemlock, Pine, etc.**

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Free price list and planting guide.

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NURSERY STOCK

1957-1958 Season

Red-leaved Barberry, seedlings
Cydonia japonica, seedlings
Cornus florida, seedlings
Euonymus alatus compactus, liners
Forsythia Spring Glory, liners
Hydrangea arborescens grandiflora
Taxus, in variety, liners

BROUWER'S NURSERIES
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FOR FALL OR SPRING SHIPMENT

We have a few thousand Red Barberry two-year seedlings. We also have some Taxus liners. A list of these will be ready about the early part of August and will be sent upon request.

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New London, Conn.

SPLIT ROCK NURSERIES

Propagators and Growers
218 Fairview Ave.
PARAMUS, N. J.
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to think what would happen in a drought.

Watering is done with a hose and must be done carefully by hand. Water from a sprinkler splashes over the tops of the plants and runs off the leaves, missing the small pot entirely. The same thing happens in a light rain.

Containers are expensive, and obtaining them also entails shipping charges. Another disadvantage is their lack of eye appeal. Customers seem to like the idea of a potted fruit tree or shrub all leaved out and growing, but when shown potted evergreens and balled and burlapped ones, buyers invariably choose the latter. We have found that, to the customer, the same size evergreen will always look bigger and better growing in the field than it does in a container. For the most part, Hillcrest Nursery now grows evergreens in pots only for starting them, prior to setting them into the nursery row. Shrubs, tree and bush fruits, roses, small shade trees and perennials continue to be our best pot sellers, especially when in bloom or with fruit.

Care in fertilizing has proved to be much more necessary in containers than in the row. Overfertilizing stimulates late season growth so much that the plants will be too tender for winter. This is a particularly pressing problem in our short growing season. Excessive growth toward the end of the season can be checked somewhat by withholding water, but in the next heavy rain this control is lost.

Potted nursery stock varies greatly as to the time it can remain in the pot. Some plants make rapid root growth and soon become pot-bound. Others can grow good-size tops and remain safely in the small pots. Figuring out the plants' habits is a never-ending job.

Weighing all the pros and cons, I doubt that container growing will completely replace field culture. Although it does have advantages for retail selling, as discussed here, the field method still is preferable for wholesale growing, for large specimens and for landscaping, at least here in the northeast.

DIRECTOR of New York's Brooklyn Botanic Garden, Dr. George S. Avery, is the newly elected president of the Botanical Society of America.

PREPARING to enter the nursery business is Milan Rafayko, 180 Winston avenue, Lexington, Ky., who is planting ornamentals for later retail sales.

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3 lbs. controls weeds on
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\$2.15 per lb. (2-lb. bags)
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For weed control in nursery stock



Sesone

HERBICIDE-1

PAYS MANY WAYS!



**Saves \$80
or more
per acre**

You save hand weeding and hoeing in the rows. Sesone (formerly called Herbicide-1) cuts hours of hand work and can save \$80 or more per acre. It controls most annual weeds that infest nursery plantings, including weeds that are a problem in cool as well as hot weather.



**Kills weeds
as they
sprout**

You knock out weeds at their weakest with CRAG Sesone. It kills sprouting seeds of most broadleaf and grass weeds before they can rob your nursery plants of water, plant food, and sunlight. Weed control with Sesone enables field and lined-out stock to grow faster.



**Harmless
on plant
foliage**

CRAG Sesone becomes active only when it makes contact with moist soil. You spray it right over established nursery stock for excellent weed control in the rows. Use Sesone to prevent weeds in roses, ilex, yew, spruce, pine, boxwood, privet, phlox, gladiolus, daffodil, iris, lily, and many other plants listed on the package label.



**One
application
lasts
3 to 6 weeks**

You can avoid the constant search for hand labor to do weeding by using CRAG Sesone. Just spray it on after the first cultivation. Get weeks of effective weed control. Then when weeds begin to show, cultivate and apply Sesone for another three to six weeks of economical weed control. Irrigate lightly if the soil is dry.

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Get CRAG Sesone now in 2-lb. bags or 50-lb. Fiberpak drums. Sesone saves you work, worry, and expense!

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OBITUARY

Benjamin F. Davis

Benjamin Franklin Davis, 77, founder of the Ozark Nursery Co., Tahlequah, Okla., and one of the southwest's leading fruit growers, died June 14 of a heart attack at his home. Born at Bentonville, Ark., Mr. Davis founded the Ozark Nursery Co. in 1906 and in succeeding years won a national reputation for his new and improved strains of peaches, pears, apples and other fruits, including the Ben Davis and the Ozark Ruby apples. The nursery annually ships more than half a million plants to 47 states and some foreign countries.

Founder also of the Cherokee County Fruit and Berry Growers' Association, he was honored by the Oklahoma State Nurserymen's Association in 1954 as one of the pioneer nurserymen of the state and had received an award from the horticulture club of Oklahoma Agricultural and Mechanical College, Stillwater, in 1950, for outstanding work in the field of horticultural science.

In recent years, the Ozark Nursery Co. has been under the direction of Mr. Davis' son, Ed Davis, and son-in-law, Alvin Dickerson. Other survivors include three daughters and three sisters.

R. W. C.

Charles Mortimer Smith

Charles Mortimer Smith, 56, president of the Smith Bros. Nursery Co., Concord, Ga., died suddenly of a heart attack at his home at Concord June 13. He was born at Concord, son of the late J. H. Smith, who in 1888 was one of the founders of the Smith Bros. Nursery Co., growing peaches, fruit trees and ornamentals. Charles Smith had been active in the nursery business all his life and had been president of the company since 1939, with C. R. Smith, secretary-treasurer and C. R. Smith, Jr., vice-president. In 1938-39 Charles Smith served as the president of the Southern Nurserymen's Association. The firm is a member of the American Association of Nurserymen.

In addition to his nursery work, Mr. Smith had extensive farming and other interests and was active in church and civic work. Survivors include the widow, the former Lynda Lewis, and one son, Dr. James Lewis Smith.

LICENSE to operate a nursery was recently issued to L. J. Scaplo, Route No. 4, Box 76, Pueblo, Colo.

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**Pruning Standards
Established**

A major objective of the National Arborist Association since its founding in 1932 has been the raising of standards in the tree care industry and the providing of useful tree information to the public. In 1944, the first committee on standard practices was established in the association. Last year the group adopted pruning standards that were the results of successive yearly studies. These practices have now been published and are available for use by individuals, towns and cities and public and private corporations to specify the work they wish done. The practices are conceived both as a guide and a protection.

Four classes of pruning are covered in the standards adopted, as follows:

Class 1, fine pruning—Eight practices are specified for the removal of dead, dying, diseased, interfering, objectionable and weak branches. These instructions refer to point of cutting, precutting to prevent splitting, removal of crossed or rubbing branches, painting of cuts, disinfecting of tools, treatment of old scars, treatment of girdling roots and reporting of structural weaknesses discovered.

Class 2, medium pruning—Seven practices set, identical with those given for class 1, but not including removal of crossed branches and specifying a report rather than treatment of girdling roots.

Class 3, safety pruning—Six practices given, identical with those for class 1, but eliminating treatment of scars and girdling and removal of crossed branches; added is a suggested minimum branch removal for safety.

Class 4, cut back or topping—Eight suggestions are given, relating to maintenance of foliage pattern and symmetrical appearance, protection of bark, retaining resemblance to the species, care for sap flow, periodical topping, desirable proportion to cut back and application of all pruning recommendations in the other classes.

A section on terminology defines 19 terms used in the specifications.

Freeman L. Parr, Hicksville, N. Y., was chairman of the standard practices committee which prepared the specifications adopted. Other members of the committee were Norman D. Armstrong, Ted Parke and Winston E. Parker. Copies of the Pruning

(Continued on page 68)

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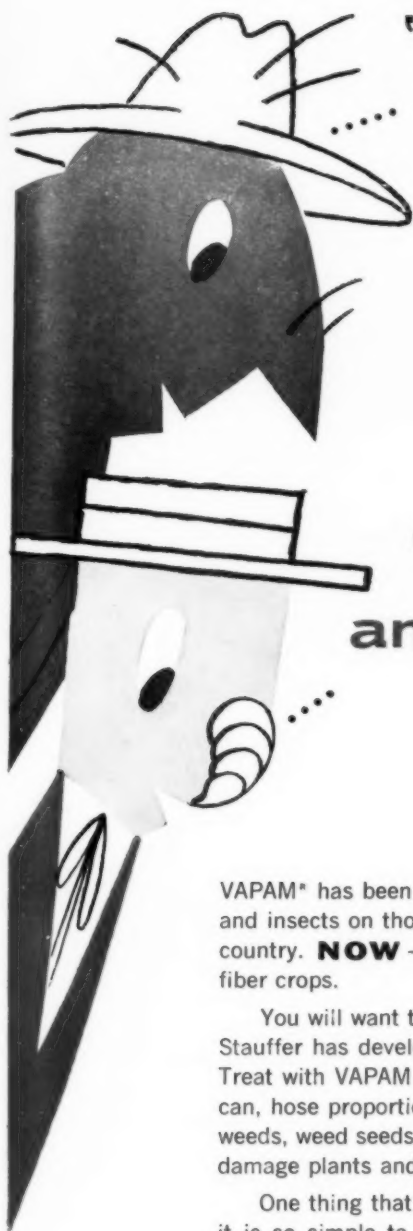
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Quality and Quantity

Fall, 1957
Spring, 1958

| | | |
|---|---|---------|
| 800 | <i>Euonymus alatus</i> , 2 to 3 ft., B&B | \$ 1.75 |
| 1000 | 3 to 4 ft., B&B | 2.25 |
| 500 | 4 to 5 ft., B&B | 3.50 |
| Above in No. 2 grade, 3 to 5 ft., B&B, \$1.00 to \$2.00. | | |
| 3000 | <i>Euonymus alatus compactus</i> , 18 to 24 ins., B&B | 1.35 |
| 2000 | 24 to 30 ins., B&B | 1.50 |
| 500 | 30 to 36 ins., B&B | 2.25 |
| Above material with clump of soil or bare-root. Less 50c each. | | |
| 500 | <i>Euonymus coloratus erectus</i> , 2 to 3 ft., B&B | 1.35 |
| 600 | Bayberry, 2 to 3 ft., B&B | 2.50 |
| 300 | <i>Cotoneaster divaricata</i> , 3 to 4 ft., B&B | 2.50 |
| 2000 | White Pine, 3 to 4 ft., B&B | 3.50 |
| 1500 | 4 to 5 ft., B&B | 5.50 |
| 800 | 5 to 6 ft., B&B | 6.50 |
| 2000 | Austrian Pine, 4 to 5 ft., B&B | 5.50 |
| 300 | 5 to 6 ft., B&B | 6.50 |
| 50,000 | Norway Spruce, 18 to 24 ins., B&B | 2.25 |
| 30,000 | 2 to 3 ft., B&B | 2.75 |
| 2000 | 3 to 4 ft., B&B | 3.50 |
| 3000 | Hemlock, specimen quality, 4 to 5 ft., B&B | 8.50 |
| 1000 | 5 to 6 ft., B&B | 12.00 |
| 1500 | Dogwood, tree or clump form, 5 to 6 ft., B&B | 5.50 |
| 500 | 6 to 7 ft., B&B | 6.50 |
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Strong, well-rooted, 1-yr. plants; propagated Prepaid F.O.B. here in same shipment in soil and peat frames with light shade. \$5.00 \$45.00 \$42.50

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FLORIDA GARDEN'S WORK

[Continued from page 11]

nomenclature changes, each newly introduced plant is assigned a plant introduction (P.I.) number. This number affords a permanent reference to scientific name, origin, type of plant material introduced and date of introduction.

Scattered across the country are three other federal and five regional cooperative stations, such as the one at Coconut Grove, which provide facilities for preliminary testing and screening of plant introductions prior to increases and distribution to research workers for use in their crop improvement programs. These stations are also repositories of valuable germ plasm being held for future research programs.

Fruit Introductions

In addition to ornamental plants, collections of Indian and Philippine varieties of mango (63 introductions), avocado (78 introductions) and lychee (11 introductions) have been maintained at Coconut Grove. These introductions have contributed directly and indirectly to the development of commercial plantings of these fruit crop plants in the United States.

The promising new clone of Litchi chinensis recently distributed from this garden under the name of Bengal illustrates the continuing efforts of the staff to improve commercial fruit plants. At present, many other edible fruit plants are being introduced and appraised as possible new crops. Notable among these are introductions of *Malpighia glabra*, a shrub which produces red berrylike fruits that are a rich source of vitamin C.

Early introductions of the para rubber tree (*Hevea brasiliensis*) proved this tropical crop could be grown to maturity on the deeper soils of the garden with only an occasional setback from light frosts that sometimes occur during the winter. In light of this knowledge, the Coconut Grove plant introduction garden during World War II became an important location for the study of woody rubber and latex-producing species in the genera *achras*, *castilla*, *cnidoscolus*, *cryptostegia*, *ficus*, *funtumia*, *hevea*, *landolphia*, *manihot*, *mascarenhasia*, *mimusops* and *palauquium*.

Also, it served as an intermediate



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Euonymus Newport
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(Hardy and produces an abundance of orange-red berries)
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point of quarantine in foreign exchanges of hevea clones, which could not be made directly between commercial growing areas of both hemispheres without incurring the risk of transferring serious plant diseases and pests. This latter function of the garden is being continued, and, within the past three years, the scope of the program has been enlarged to include coffee, chocolate and other tropical crop plants, such as banana and pepper.

This service by the department of agriculture, in cooperation with the international cooperation administration, has aided the establishment of sound agricultural programs in undeveloped countries of the world on which we depend for the important products of these crop plants. To date, there are in the collection 339 rubber clones (representing five *Hevea* spp.), 274 varieties of coffee (representing 21 *Coffea* spp.), 71 chocolate tree clones (*Theobroma cacao*), 17 introductions of banana and plantain (representing five *Musa* spp.), and six clones of pepper (*Piper nigrum*).

Aids Chemistry, Industry

In recent years, the garden has provided hundreds of root, stem, leaf and fruit samples for chemical



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Lining-out Evergreens
Field-grown Rooted Junipers

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GREEN and RED BARBERRIES

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PAINESVILLE, O.

and industrial evaluation. Agencies in the department of agriculture receiving these plant materials are the eastern utilization research and development division for general chemical survey; the southern utilization research and development division for oil and wax-bearing plant studies, and the northern utilization research and development division for protein analysis.

Institutions that have received plant material are the national institutes of health, for screening for alkaloids of possible use in the treatment of heart diseases, and the University of Vermont, Burlington, for analysis for antibiotics. Products developed through research by these organizations may provide new crops for agriculture in the United States.

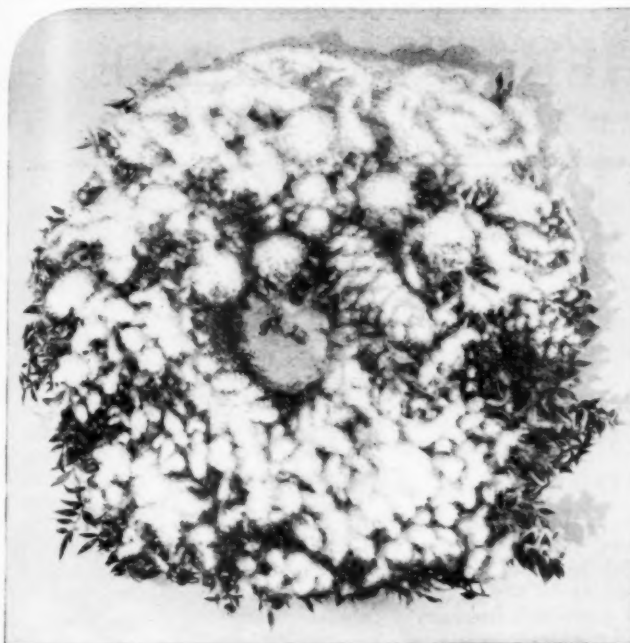
Two types of plants for potential new crops now under investigation are *Dioscorea* spp. (tropical yams), which are a source of the drug known as cortisone, and *Rauwolfia serpentina*, which is the source of the tranquilizing drug known as reserpine. General procedure for the evaluation of these potentially valuable new crop plants includes selection of the most promising plants as determined by laboratory analysis, multiplication of these selections and field tests to determine cultural requirements best suited to planting on a commercial scale.

Still existing in other parts of the world today are thousands of untried plant species which may benefit our country or the whole of mankind. It will continue to be an important function of plant centers, such as the Coconut Grove plant introduction garden, to aid in the introduction, evaluation and dissemination of these plants.

SCHUDER AWARDED PH.D.

Donald L. Schuder, executive secretary of the Indiana Association of Nurserymen, was awarded the degree of doctor of philosophy at graduation exercises at Purdue University, Lafayette, June 2. The subject of his dissertation was the bionomics and control of certain species of scale insects. The species investigated were gray and brown races of the oyster-shell scale, *Lepidosaphes ulmi* (L.), *Lepidosaphes yanagicola* Kuwana, *Aonidomytilis solidaginis* (Hoke), and *Trachycoccus hyperici* Ferris. The four species are important pests of nursery stock in Indiana.

C. P. VAN TOL has resigned from the sales staff of Mount Arbor Nurseries, Shendandoah, Ia., because of ill health.



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Cellusuede Rayon Snow-Flock will bring in more customers with its dazzling, rich white that rivals nature itself. You'll sell more trees, wreaths, centerpieces, and other decorations when you specify this 100% pure rayon flock that has no questionable filler or mix. Of equal importance, you will win greater customer loyalty and satisfaction because pure Cellusuede Rayon Snow-Flock retains its fresh vibrant white long after many flocks fade and discolor.

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PLANT NOTES HERE AND THERE

By C. W. Wood

Nepeta Souvenir d'Andre Chaudron

I have a letter from a New Jersey reader asking some questions about the catmint which heads this note, among the questions being this one: "I am not sure that I have the true plant, for the catalogs call it a blue-flowered plant, one foot in stature, while mine is definitely violet-colored. And no one says a word about the evil odor of the roots. I did not notice that odor when I planted my three plants out of pots three or four years ago. When one of the men dug them up last spring for propagating, he called me out to see the results (the plants fell apart of their own accord, making a large number of natural divisions) and to call my attention to the awful stench. He thought someone had buried a cat too near the surface. Have I got the true plant, do you think?"

You have the real thing! Fortunately, though, the odor does not last long and then you have a satisfying July and August bloomer that will open its big, violet-colored bugles in typical catmint spikes. But you have not seen anything yet, if it behaves with you like it did in my light soil, where every bit of root, no matter how small, produced a plant. I liked it for its summer-blooming habit.

Campanula Raddeana

My introduction to the bellflower, *Campanula raddeana*, about 35 years ago, came about when I read this enthusiastic praise from Farrer: "C. raddeana comes from the Alps of Transcaucasia, and is a useful and charming new arrival, in aspect suggestive of *Symphyandra armena*, but with larger blossoms. These are of a most glorious violet, in design like those of a harebell, but longer and fuller, gracefully carried on stems of nine inches or so, while the basal leaves of the tuft are especially attractive—round, glossy, heart-shaped, delicately scalloped and toothed at the edge, and spraying about this way and that on their long, fine stems."

After I had grown it a few years, I shared Farrer's enthusiasm for its beauty and also formed a high opinion of it because of its amiable nature. I remember especially a plant in a northwest wall, where it was

shielded from the summer sun from noon onward. There it spread along the crevices, sending aloft its one-sided raceme of flaring bells, purplish to me, on stems from six to 10 inches in height during late spring and summer, if drought did not discourage it. It is a plant that can be trusted to the average gardener. Propagation is easy from seeds or divisions.

Hypericum Bucklei

The southern St.-John's-wort, *Hypericum bucklei*, from the mountains of the Carolinas and Georgia, is one of the best of the native kinds and among the good kinds from anywhere. I am not exactly sure how hardy it is, but believe it can stand more cold than its origin would indicate. It survived several winters in northern Michigan, going through one short period of temperatures to 36 below zero—and then died, according to my notes, during the win-

ter of 1936, which was a mild one with only two nights of sub-zero readings. All of which indicates that it would probably need testing anywhere in the north for hardiness.

It is a subshrub, growing eight to 12 inches in height and producing typical St.-John's-wort flowers of bright yellow from mid-June into August. It is an attractive plant from the time the leaves unfurl in spring until they are cast aside in autumn. The leaves are especially pleasing after frosts have turned them to brilliant scarlet. If seeds are not available, it may be grown from green cuttings under glass in summer.

Hypericum Anagalloides

It was actually an inquiry on *H. anagalloides*, not *H. bucklei*, that brought *hypericum* to my mind. In searching for my notes on the former species, I came upon a 1937 entry on *bucklei* and could not resist

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Ordinary field-planted root-growth vs. Keiding ART-POTTED root-growth of comparable growing time (5 months).

✦ Field-planted root-growth vs. Keiding ART-POTTED ✦

Soil washed off, exposing healthy maze of roots.

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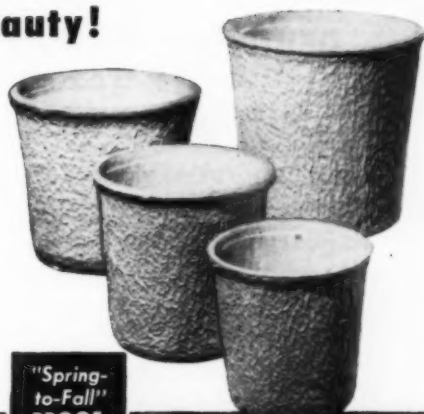
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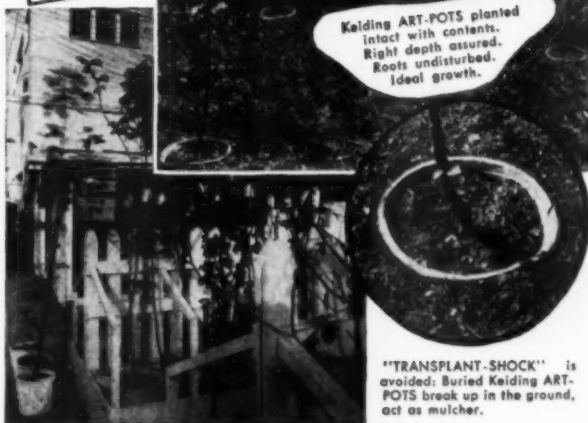


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 Juniperus virginiana canaerti, 3 to 4 ft.
 Juniperus virginiana Dundee, 3 to 4 ft., 4 to 4½ ft.
 Juniperus virginiana keteleeri, 3 to 4 ft., 4 to 4½ ft.
 Juniperus glauca hetzi, 15 to 18 ins., 18 to 24 ins., 24 to 30 ins.
 Taxus cuspidata, 15 to 18 ins., 18 to 24 ins., 24 to 30 ins.
 Taxus hicksi, 18 to 24 ins., 24 to 30 ins.
 Taxus intermedia berryhilli, 15 to 18 ins., 18 to 24 ins.

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| Cotoneaster apiculata | Ilex glabra—improved |
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the temptation to use it. I was not so successful with *H. anagalloides*, but I found one entry dated 1943, which I give in part below.

For a hypericum with a pinkish cast, I believe I should choose the western native, *H. anagalloides*. The west has several good kinds, but they are all hard to get hold of in the east. The one mentioned, found after long searching, proved to be short-lived here in northern Michigan, perhaps not from any fault of the plant, as I shall try to point out later. Its branches are rather procumbent, to a foot in length and seldom over four inches in height, as the plant grew here. The branches are clothed in little oval leaves and produce small, lovely buff-pink flowers in a few-flowered cyme in summer.

After losing my plants, I was told that the species grows naturally in wet situations, and that may be the reason for my plants' being so short-lived. I have just referred to "*Hortus Second*" and find there that it must be of indeterminate duration, for it is referred to as being an annual or perennial.

Agastache Anethiodora

After growing three or four agastache species, I was not especially impressed when a packet of seeds came from a Canadian correspondent marked *A. anethiodora*. The eastern representative of the genus, *A. nepetoides*, found growing on the borders of woods, has little in its greenish-yellow flowers to excite a gardener. Two or three Rocky mountain species that were grown here were uninteresting things, too. I was pleasantly surprised, therefore, when plants which came from seeds marked *A. anethiodora* proved to be most attractive.

This is the giant hyssop, or anise hyssop, of everyday language, and well deserves these names; its stately stature of four feet (perhaps more in very rich soil, well supplied with moisture) justifies the first, and the other arises from its pleasant odor, reminding one of anise. The fragrance would be sufficient recommendation for gardeners who garden with their noses as well as with their eyes, and its flowering season in summer is another of its good points—a virtue which many would put first.

It began to bloom in my trials in June and continued well into August, its purplish flowers in long spikes at the top of wiry, graceful stems making the so-called difficult month of July a little more pleasant. It is not a spectacular plant, to be

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sure, and would probably not attract much attention except during July and August, but its fragrance is not to be ignored.

It did well in northern Michigan in full sun or light shade in rich soil. A long blooming season seemed to depend largely upon the presence of moisture during the summer months. Easily grown from seeds, blooming the first year if planted early, it may be endlessly multiplied by division or from cuttings in spring.

Thoughts on Hardy Carnations

There is a class of pinks now in gardens that is variously known as hardy carnations, hardy border pinks and otherwise, according to the nurseryman's inclination. Regardless of their name, the plants have much value in gardens. Among their pleasing traits, one could mention a long blooming season (June until frost in some cases), the spicy, pleasing fragrance peculiar to clove pinks and their near kin and derivatives, ease of culture in almost any sunny, well-drained situation and a fair degree of hardiness. It is not my intention to go into a full discussion of the matter at this time, but I should like to mention a few of the named varieties which have impressed me as desirable kinds for

PERENNIALS—HARDY PLANTS

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1,000,000 **Hardy Chrysanthemums** (undivided clumps). Popular varieties. (Potted Mums by the truckload after September 15.)

100,000 **Lavandula Vera** (heavy).

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Rugged euonymus. An upright form of *Euonymus radicans*, developed by the Sarcoxie Nurseries, has proved hardy in all sections of the country. In most sections it will retain its foliage throughout the year. It normally grows 3½ to 4 feet, making a good foundation planting or hedge. Trained on a reinforcing spike it will reach 5 or 6 feet as a specimen plant.

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local sales wherever customers can see the actual behavior of the plants.

I have been most favorably impressed by a pure white variety, Her Majesty. Its sturdy constitution and prodigious production of large, carnation-like, pleasingly fragrant, pure white flowers at the usual pink season add greatly to its garden value. In northern Michigan it grew about 10 inches tall, producing a generous clump of green about four inches high—characteristics that make it an especially good edging plant.

Moon Mist, with pure white carnations of pleasing fragrance abundantly produced on 1-foot stems in spring and more sparingly until autumn, is an excellent cut flower. Because I lost it last winter, I jumped to the conclusion that it might be too tender for northern winters, but that decision could easily be incorrect, for the year, even though the thermometer did not get extremely low, was hard on vegetation. If I were growing outdoor cut flowers I should surely investigate this one.

If one's fancy runs to a white bloom with an embellishment of crimson at the center, he would no doubt be delighted with Sweet Memory. Its flowers are large, sweet-scented and freely produced on 10-

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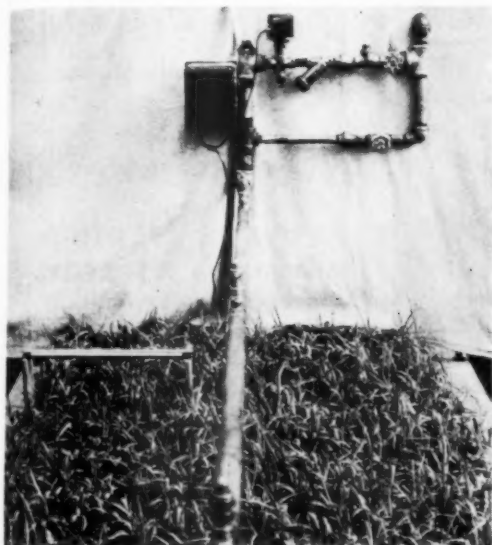
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MATTHEWS NURSERY
Harbor Springs, Mich.

inch stems in spring. It is said to be very hardy. I saw it in a southern Michigan nursery, where it had been for three years.

June Carmine is a colorful addition to the carnation list. It has good-size flowers, pleasing fragrance, a pretty rosy-carmine color and a summer-long performance to its credit. Its hardiness has not been established here in northern Michigan because the rabbits cut it down to the ground after one year's trial.

Dubonnet continues to be one of my favorites because of its rich color. Folks who know their wines tell me they need no further color description than the plant's name; not being a wine connoisseur, I have to rely on my color sense, and that tells me to call it a dark wine-red bloom. The flower is a large carnation that rarely splits (a splendid trait in a hardy carnation), and the plant is a vigorous grower. I like it, too, for its long season of flower production. I do not remember details of all the hardy carnations that have been in my trials, but so far as I remember now, Dubonnet's fall flowering is among the most gratifying.

Hartford Fern

I have an inquiry from a Wisconsin reader asking if the climbing fern would be hardy in his section. As he does not say which of the lygodiums he is interested in, I assume it is our native *L. palmatum* of the eastern states, because the only other one that is likely to be available in this country is the tender East Indian species, *L. japonicum*. When the books say that it requires "light, moist soil and partial shade," they must know what they are talking

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BEATRIX FARRAND

Forsythia

Brand-new giant-flowered forsythia developed by the Arnold Arboretum.
Pot liners, \$20.00 per 100;
\$180.00 per 1000.

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SALE ON WHITE DOGWOOD

We have 25,000 nursery-grown, transplanted, finest stock, single or multiple stem, for fall delivery.

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| 3 to 4 ft., B&B | \$ 1.50 |
| 3 to 4 ft., B.R. | 1.00 |
| 4 to 5 ft., B&B | 2.50 |
| 4 to 5 ft., B.R. | 2.00 |
| 5 to 6 ft., B&B | 3.50 |
| 5 to 6 ft., B.R. | 3.00 |
| 7 to 8 ft., B&B, heavy | 7.50 |
| 8 to 10 ft., B&B, very heavy | 15.00 |

Now is the time to order this beautiful stock at these very low prices.

We also have many scarce items to offer this fall at most reasonable prices. Write for our new catalog.

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Box 457, LAKE CITY, MINN.

about, for we were not successful in our dry garden on two or three trials. I saw a beautiful planting of it in an Ohio valley garden several years ago that demonstrated its potential as a lovely ornament where its simple wants can be supplied. I have been told that the fern is not reliably hardy in the north, but that must be an erroneous conclusion, perhaps based on the failure of an attempt to grow plants from the southern part of its range in northern gardens. In any event, it grows as far north as New Hampshire, and that indicates hardiness to me.

Dianthus Neglectus

I had a poignant letter some time ago from a grower who has conducted a neighborhood nursery for 30 years and who writes, in part, as follows: "In all that time I have not seen anything but discouraging words about the culture of *Dianthus alpinus* and *neglectus*. I have tried the former several times without success and do not have the courage to try the other, even if I knew where to get it, until I find out more about it. Can you tell me anything of its culture?"

It is my considered opinion, after growing *neglectus* off and on for close to half a century, that it is neither so difficult as some would have us believe nor so easy as others claim it to be. I take a middle ground and say that it is fairly easy in the hands of the careful gardener. It requires a perfectly drained soil (that which experienced alpine fans call a scree soil is good) on the poorish side, protection from the sun during the middle of the day and some attention to its water needs during long dry periods. If a grower supplies these, he should have little trouble with the charmer, except for the fact that it is not ordinarily a long-lived plant in lowland gardens. Consequently, one should keep a reserve stock of young plants coming on to replace the casualties. All the talk about its being a lime lover or a lime hater by its various protagon-

[Concluded on page 84]

Specimen Landscape Materials Our Specialty . . . TAXUS



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GERARD K. KLYN, INC.

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Wholesale Rose Growers
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35 years of honest, reliable service. You are invited to visit us this summer. You will enjoy it.



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Taxus—Pyracantha—Cotoneaster
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Bed stock—Liners
Finished—Specimen.

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EAGLE CREEK NURSERY CO., NEW AUGUSTA, IND.



**PEONIES • IRISES
DAY LILIES • POPPIES**
ALL YOUNG-GROWN STOCK
PROMPT SERVICE

Send for Wholesale Prices.
Early orders advised.

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MENTOR, O.

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REMEMBER SHERMAN'S for . . .

Alpine Currant
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Peonies
Plum Seedlings
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Stock that is hardy. WHOLESALE

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ARMINTROUT'S EVERGREEN NURSERY ALLEGAN, MICH.

Seedlings—Transplants
Finished Stock
Send for price list.

Better Subjects of the Better Kinds from **GULF STREAM**

MUSK ROSE, Robin Hood (Pemb. 27)

Unmistakably, this beautiful Musk Rose hybrid is the finest hedge rose ever offered. Originated in a well-known English nursery, it has everything a hedge rose should have. For small gardens, it is vastly superior to the much overrated Multiflora. In spring, densely compact plants produce an abundance of healthy, deep green foliage that is completely covered with large, blazing clusters of brilliant, cherry-red flowers. Continues to bloom attractively all summer and fall. The hedge illustrated at right, a 3-yr.-old test planting, withstood below zero temperatures without injury last winter. A truly fine hedge rose you can sell in quantity, at a price, and give the small home owner something of unusual merit.



MUSK ROSE, Robin Hood (Pemb. 27)

FORSYTHIA, Beatrix Farrand

A spectacular new Forsythia originated at the Arnold Arboretum by Dr. Karl Sax. It is an extremely vigorous grower, making a large symmetrical bush. The deep, golden yellow flowers are over 2 inches in diameter, and have striking orange markings in the throat. Beatrix Farrand is a hybrid between Arnold Giant, a tetraploid variety, and a diploid species. 18-24 inches, 2-3 ft., and 3-4 ft.

FORSYTHIA, Lynwood Gold

A deep, gold-flowered Forsythia. Profuse bloomer with large, individual flowers. Will replace all other deep yellow varieties. 18-24 in., 2-3 ft., 3-4 ft., and 4-5 ft.

HYPERICUM, Hidcote

A compact, twiggy shrub covered throughout the summer with bright yellow, cup-like flowers. In cold winters it may freeze back to the ground, but will spring up again from the base and produce masses of flowers. 2-year-old.



TAMARIX, Pink Cascade

This charming newcomer from England is excellent for seashore planting. Pink Cascade is destined to be very popular because it produces masses of cascading panicles of flesh-pink flowers in late summer when very few shrubs are in bloom. Handsome, rich, blue-green foliage. 18-24 inches, 2-3 ft. Plant Pat. No. 1275.

STEPHANANDRA, Incisa Crispa

Graceful, very dwarf shrub has finely incised, bright green leaves that change to a brilliant reddish purple in autumn. Grows well in shade and is a splendid ground cover. Produces small clusters of white flowers, but is really grown for its dainty fern-like foliage. 2-year-old.

MAPLE, Crimson King

Acer Platanoides Schwedleri Nigra (Patent No. 735)



New FORSYTHIA,
Beatrix
Farrand

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GENUINE
WITHOUT
THIS TAG

"CRIMSON KING" MAPLE

Include patented Crimson King Maple on your list in 1958. It's the only Maple which retains its dark crimson color throughout the spring, summer and fall, creating an exciting and continuous color contrast to lawns and shrubs. Be sure you get the original Crimson King, it is easily recognized by the dark, glistering, satiny sheen of its colorful foliage—insist on Crimson King.

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| | Milton Nurseries | Milton, Oregon |
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Place "Crimson King" orders with the Patent Owner, GULF STREAM PRODUCTS, INC., Wachapreague, Va., or with the above Licensees.

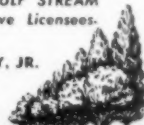
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ARMSTRONG

NEW 1957-58 SALES WINNER

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"Here's the Y

Armstrong is produce to
Harkness now YELLOW
variations to any of its
to large grow the co
vigorous grow, stron
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available to sell to y
piece. Just what

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ONT

GT PARADE

58 of these new Armstrong introductions has appeal . . . a unique feature or a long-wanted color. They'll make profits come a lot easier for you in the 1957-58 season.

Darkness

Here's the Yellow Went!"

Armstrong is introducing to America this superb English Rose bearing the famous **YELLOW Hybrid Tea**—bright and shining with no shadings or variations in its gleaming color. And as the long tapering buds open the color holds rich and unfading. The plant is a beauty, a vigorous grower, strong stems and a wealth of dark green foliage. Isobel is on the cover of the 1958 Armstrong catalog. (Plant Patent Applied For.)

WHITEWAY FOR WHOLESALE LIST

Aztec

"New Richer Scarlet-Orange"

Here is a scarlet-orange so brilliant it fairly sizzles! . . . deeper, richer and more scarlet than any you have ever seen! The spectacular new color, alone, would make Aztec a best-seller. But this new Armstrong creation also has fine buds and eye-catching blooms which are mighty near Rose perfection, borne freely on a vigorous, well-foliaged plant. Here is one that simply cannot miss! And it will be featured strongly in Armstrong ads for 1957-58. (Plant Patent Applied For.)

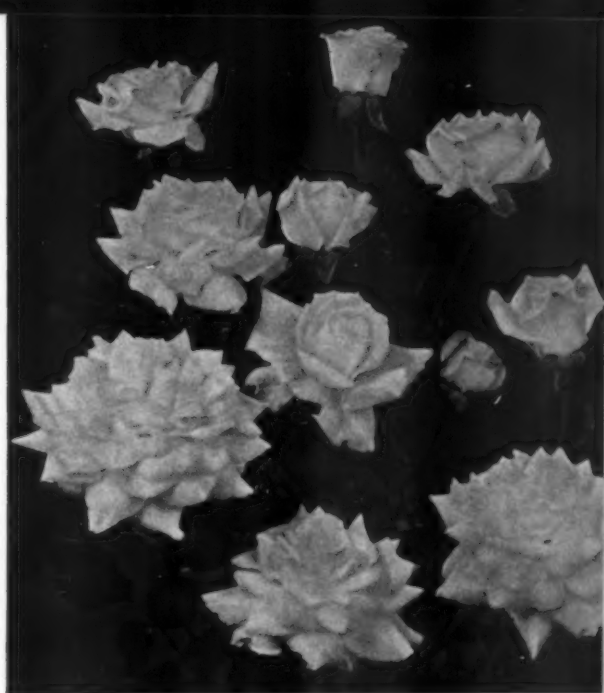
Order Armstrong Plants

Ordering Charlotte Armstrong, Helen Traubel, Love and other Armstrong varieties, you strengthen your sales story and speed your sales when the plants are Armstrong-grown! Available in either colorful individual packages, or bare root. Either way, they have been grown under ideal conditions, graded to the highest standards and handled with the best care . . . and your customers will see the difference!

OLOR The cuts shown here, and many others, are available in your catalog, pamphlet or mail-order price. Just what you need.

Armstrong Nurseries

ONTARIO, CALIFORNIA



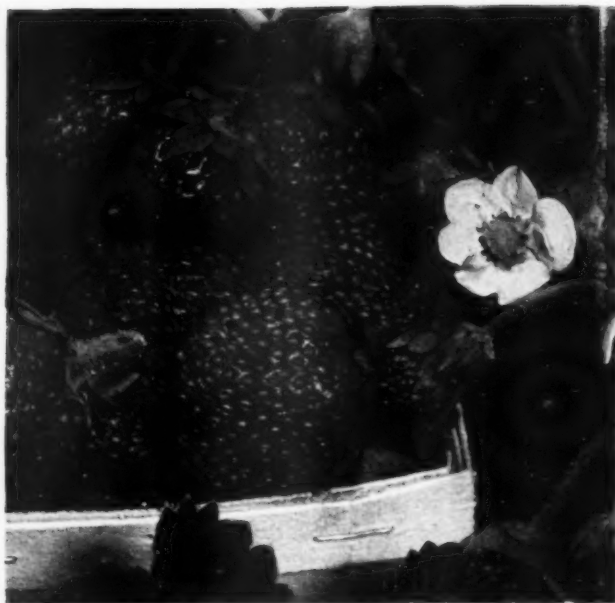
Starlet "Yellowest Floribunda"

This is the Rose our hybridists have been working toward for years, a **GOOD** yellow Floribunda. Each perfectly-formed little bud and shapely double bloom is an intense clear yellow and the blooms appear in profuse and seemingly endless clusters. Starlet's plant is compact, low-growing and handsomely-foliaged—ideal for borders, low hedges and a multitude of garden uses. It fills a conspicuously weak spot in every nursery's Floribunda stock. (Plant Patent Applied For.)



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YOUR FAVORITE

3 ways



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1. **BULK SHIPMENT** to you. If you have your own storage and handle stock in bulk ask for Judson quotation on large quantity shipments.
2. **DROP SHIP**—we will ship direct to your customers under your label. We call it "Pack-Out"—get complete information now.
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There's a Judson service tailor-made for you. Get ready now for next season's sales. Write today—about the plan most interesting to you. What's more, Judson has merchandising helps to help you sell. Your inquiry will get a prompt reply.

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WHOLESALE NURSERIES

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Jiffy-Pots PRODUCE FASTER AND HEAVIER GROWTH FOR NURSERY STOCK

The Jiffy-Pot is one of the fastest-handling of all plant containers. Since roots grow directly through the pot walls, plants are set in the field pot and all, thus eliminating knocking out of pots, pot cleaning and storage.

Jiffy-Potted liners started at the same time as liners grown by other methods are so far advanced by field planting time that they appear to have had a full year's head start. Fast-rooting sorts will be ready to line out in a few weeks; slow types can stay in Jiffy-Pots a year or more.

Ideal for shipping as the Jiffy-Pot contains the soil ball and protects the delicate root structures.



Taxus cuspidata in 2 1/4-in. JIFFY-POT, cuttings taken May 7, pictures made December 14.

2 1/4-Inch—Immediate Delivery.

| Quantity | Per 1000 |
|---------------------------------------|----------|
| 3,000 to 18,000 (3000, \$21.75) | \$7.25 |
| 21,000 to 72,000 | 6.75 |
| 75,000 up | 6.50 |

Cases of 3000. Min. order 3000, 35 lbs.



3-Inch—Allow three months for delivery.

| Quantity | Per 1000 |
|--------------------------------------|----------|
| 1,500 to 9,000 (1500, \$19.88) | \$13.25 |
| 10,500 to 49,500 | 12.25 |
| 51,000 up | 11.25 |

Cases of 1500. Min. order 1500, 35 lbs.

F.O.B. our warehouse in West Chicago, Ill.; Bayonne, N. J.; Toledo, O.; Houston, Tex.; Santa Paula and San Francisco, Calif.; Portland, Ore.

BALL VENEER PLANT BANDS and PLANTRAYS

An Ideal Method for Maturing Lining-out Stock

Cuttings and seedlings of both evergreens and deciduous shrubs can be grown in Ball Veneer Bands for two full seasons when bands are treated with a wood preservative. Details in our free circular. (See below.) Plant Bands are **lightweight, inexpensive** and give **long durable service**. They are made of sturdy, long-fibered, fine-grained basswood and fastened with rust-resistant staples—treated with a fungicide before shipping to prevent mildew and fungous growth.



Pinus mugo mughus after 18 months in treated band.



Taxus hicksi in 2 1/2x3-in. bands, 25 in each 3-SX PlanTray, as handled by D. Hill Nursery Co., Dundee, Ill.

Our PlanTrays are designed to hold 12 or 25 plant bands. **Convenient for handling and shipping**. From propagating bench—to shipping room—to the field. Banded stock in PlanTrays represents savings in **labor and space** with **no transplant shock — no root pruning**.

Send for our free circular "Plant Containers for Nurserymen."



2 1/2x2 1/2x3-IN. VENEER PLANT BANDS

| Packed 2000 per case | Per 1000 |
|------------------------|----------|
| 0 to 9000 | \$7.15 |
| 10,000 to 24,000 | 6.70 |
| 25,000 to 49,000 | 6.25 |
| 50,000 and up | 5.95 |

VENEER PLANTRAYS

NO. 3-X. 8 1/8x10 5/8x2 1/2 ins.—to hold 12 2 1/2x2 1/2-in. bands.

| | Per 1000 |
|--------------------|----------|
| 0 to 875 | \$69.70 |
| 1000 to 2375 | 65.60 |
| 2500 and up | 61.50 |

NO. 3-SX. 13x13x2 1/2 ins.—to hold 25 2 1/2x3-in. bands.

| | Per 1000 |
|--------------------|----------|
| 0 to 875 | \$96.95 |
| 1000 to 2375 | 93.95 |
| 2500 and up | 87.95 |

Veneer Plant Bands and PlanTrays F.O.B. West Chicago, Ill.

GEO. J. BALL, INC.

WEST CHICAGO, ILL.
PHONE 299

THE HOME OF ORCHARD-TESTED FRUIT TREES

HANNIBAL, MISSOURI

Fruit Trees — Shade Trees — Ornamentals

Wholesale List on Request.

SIMS FRUIT & NURSERY FARMS

Ferren D. Sims

HANNIBAL, MO.

nists is merely that—talk—according to experience in my trials. It showed me that it could take time or leave it alone, if other growing conditions were favorable. The plant may be propagated from seeds, when they are available, or from green cuttings, preferably pulled away with a heel. I think that most experienced propagators prefer the fresh growths made after the plants are sheared after flowering, but I found that plants brought into growth in gentle heat in late winter or early spring produced as good results.

When the plant is satisfied, it makes a slowly expanding (accent on slowly) tuft of grassy, dark green leaves, from which spring 3-inch stems, bearing large, bright pink flowers, with a bluish center and buff reverse, for a long time. The blooming period coincides with the latter part of the alpine pink's performance and extends beyond it for two weeks or so. *D. neglectus* usually blooms again late in summer and early autumn, when it often puts on a show for a month or more.

ST. LOUIS GROUP MEETS

The Landscape and Nurserymen's Association of Greater St. Louis held its monthly meeting June 10 at Roncaro's restaurant, where a gathering of 28 members enjoyed a steak dinner prior to attending the business meeting. President Robert W. Jentsch, Carl Giebel Landscape Service, presided.

The main business of the evening consisted of voting on a series of changes in the association's bylaws, which had been in effect since the present organization was started in 1933. With a greatly increased and varied membership, the old bylaws became inadequate. A committee headed by Kenneth B. Kirk presented a series of changes to the entire membership several weeks in advance of the meeting, so that all men present were thoroughly familiar with the new proposals. The changes were adopted by vote, and the secretary, Fred Larson, Larson Landscape

GILSON GARDENS OFFER for FALL, 1957, and SPRING, 1958

California Variegated Privet
Euonymus Radicans Erectus
(Berryhill Upright)
Euonymus Vegetus
Forsythia Lynwood Gold
Hypericum Hidcote
Ilex Rotundifolia

Plus

Other shrubs — perennials
and ground covers.

PERRY, O.

SMALL FRUIT PLANTS

Grapes

Currants

Berry Plants

Write for Wholesale Price List

FOSTER NURSERY CO., Inc.
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Peach

Hydrangea P. G.

Hydrangea P. G. (Tree Form)

Ornamental Trees

Grapevines, 1-yr. and 2-yr.

Thorne Brewster

WILLOWBEND NURSERY
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WEIGELA "JAVA RED"

(*Weigela florida atropurpurea*)
An easily grown RED-LEAVED WEIGELA
with clear pink flower clusters. Available in
2-in. pot liners only.
Per 10, \$7.50 Per 100, \$50.00

BEARDSLEE NURSERY
PERRY, O.

IRIS

Special Offering

| IRIS GERMANICA | Per 100 | Per 1000 |
|------------------|---------|----------|
| Blue Rhythm | 14c | 10c |
| California Peach | 12c | 10c |
| China Maid | 12c | 10c |
| Flora Zenor | 12c | 10c |
| Grand Canyon | 15c | 10c |
| Great Lakes | 16c | 12c |
| Gudrun | 16c | 12c |
| Prairie Sunset | 16c | 12c |
| Wabash | 15c | 10c |
| War Eagle | 12c | 10c |

| | |
|-------------------------------|----|
| IRIS PUMILA, Spring-Flowering | |
| Dr. Mann, violet | 8c |
| Excelsa, yellow | 8c |
| Iceberg, white | 8c |
| Sambo, purple | 8c |

| | |
|-------------------------------|----|
| IRIS PUMILA, Autumn-Flowering | |
| Autumn Queen, white | 8c |
| Lt. Chavagnac, purple | 8c |
| Sangreal, yellow | 8c |

| | |
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| IRIS SPURIA (Yellow-banded Iris) | |
| Ochroleuca gigantea | 12c 10c |
| Above bargains offered while they last. Write for complete list of perennials and shrubs. | |

KINGWOOD NURSERIES
MENTOR, O.

COMPLETE ASSORTMENT OF

Evergreens, Fruit Trees, Shade
Trees, Roses and Lining-out Stock.

Write for complete list.

ONARGA NURSERY CO.
ONARGA, ILL.

POPPIES • DWARF IRIS READY AUGUST 1

Write for quotations.
List of QUALITY perennials on request.

Bentley's HARDY PLANTS
2559 Mentor Ave. MENTOR, O.

For the finest in NURSERY-GROWN SEEDLINGS

Write —
Forrest Keeling
Nursery
Elsberry, Mo.
Hugh Stevenson, Prop.

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IS HARDY ...

Here's Where Quality Grows!



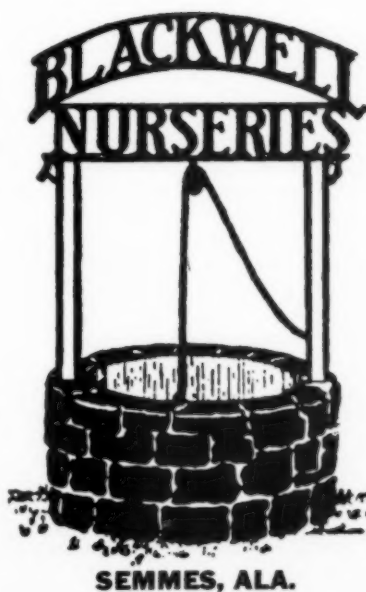
Pictured at the left are a few thousand of the container-grown plants being grown here at Blackwell Nurseries. These plants are spaced for full growth this summer.

Pictured at the right is one of our three blocks of young *Magnolia soulangeana*. We will have some real heavy 3 to 4-ft. size in storage at Sawyer, Michigan, next season. Please let us have your order early.



South Alabama is fast becoming one of the largest horticultural areas in the nation. We invite you to come by and see this development yourself.

We are proud of our thousands of container-grown plants, also our lining-out stock, which is known all over the nation.



We hope you can come by and visit with us.

Semmes is in Mobile county, south Alabama.

Our telephone is: Mobile, Ala., Greenwood 9-4564, day and night.

QUALITY STOCK

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| Andorra Juniper | Each |
| Outdoor plants in full sun. | |
| 6 to 10 ins. | \$0.06 |
| Von Ehron Juniper | |
| Outdoor plants in full sun. | |
| 8 to 10 ins. | .06 |
| Spreading Japanese Yew | |
| 6 to 8-in. bands | .20 |
| Burk Juniper, upright | |
| Outdoor plants in full sun. | |
| 6 to 10 ins., bare-root | .14 |
| Forsythia Lynwood Gold | |
| Outdoor plants in full sun. | |
| 6 to 10 ins. | .06 |
| Forsythia Spring Glory | |
| Outdoor plants in full sun. | |
| 6 to 10 ins. | .04 |
| Euonymus coloratus | |
| Outdoor plants in full sun. | |
| 8 to 10 ins. | .03 1/2 |
| Euonymus patens | |
| Small or large-leaved. | |
| Outdoor plants in full sun. | |
| 8 to 10 ins. | .04 |
| Pyracantha lalandi | |
| Outdoor plants in full sun. | |
| 5 to 6 ins. | .05 |
| Teucrium chamaedrys | .04 |

See classified ad under lining-out stock for other items. Less than 300, total order, add two cents per plant.

McININCH GREENHOUSES ST. JOSEPH, MO.

Ask for our price list in lining-out and finished stock. Why not place your order for fall at—

THE LITTLE MOUNTAIN VIEW NURSERIES

2701 Rt. 84 Mentor, O.

HEMEROCALLIS Special Offering

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| | Per 100 |
| Flava | \$15.00 |
| Hyperion | 20.00 |
| J. A. Crawford | 15.00 |
| Lemona | 15.00 |

25 or more plants at 100 rate
Write for Quantity Quotations

KINGWOOD NURSERIES MENTOR, O.

The JOSEPH F. MARTIN CO.

Growers of Fine Perennials and
Rare General Stock

Fall catalog available soon.

P. O. Box 189 Painesville, O.

Co., Webster Groves, was instructed to gather information relative to the printing of the complete bylaws in booklet form.

It was voted that the association hold its summer meetings at various places suitable for family outings and keep routine business to a minimum. Arrangements for the July meeting were left in the hands of Charles B. Pring, of Pring's Landscape Service, who will entertain the members at his clubhouse in Valley Park, Mo. The hosting of the August meeting was requested by Hugh Steavenson, who offered the facilities of the Forrest Keeling Nursery, Elsberry, Mo., for the event. Several other firms are vying for sponsorship of the September meeting.

Other topics discussed by the members included the Missouri State Nurserymen's Association's short course, held at Columbia, Mo., and the convention of the American Association of Nurserymen, in Florida.

Fred Larson, Sec'y.

EXPRESS RATES TO RISE

The interstate commerce commission June 17 authorized the Railway Express Agency further to increase rates by 11 per cent on most small shipments in the east. Affected by the authorization is the territory north of the Ohio and Potomac rivers and east of the Mississippi river. The increases may be made effective on 15 days' notice to the public.

The I. C. C. said that it acted to help the eastern railroads ease passenger service deficits. Express business is considered part of passenger service. According to the I. C. C., present express rates, equal throughout the country, penalize the Railway Express Agency's eastern operation, which has from 9 to 18 per cent higher handling costs.

The agency sought a 15 per cent increase for the east on less-than-carload shipments last August, and the commission granted a country-wide 4 per cent increase on express shipments in late December. The commission forecast that the agency would lose approximately 12 1/2 per cent of its small-quantity business as a result of the additional 11 per cent increase.

FRANK REINELT, Capitola, Calif., addressed the Chicago Horticultural Society at Chicago, June 26, on "Tuberous-Rooted Begonias and Delphiniums." A display of Mr. Reinelt's begonias, flown in from California, and Pacific strains of delphiniums from local gardens was also seen.

ORDER YOURS NOW!

- 5000 Keteleer Juniper,
3 to 4 ft., sheared plants
- 6000 Silver Maple,
1 1/2 to 2 1/2-in. cal., extra
nice
- 500 Taxus columnaris
30 to 36 ins.
- 8000 Taxus hicksi, heavy
15 to 18 ins.
18 to 24 ins.
24 to 30 ins.
- 3500 Taxus andersoni
15 to 18 ins.
18 to 24 ins.

Twice transplanted, growing in field — Pfitzer Juniper, Golden Pfitzer, Armstrong Pfitzer, hetzi glauca, Taxus hicksi and Taxus columnaris.

Also Taxus and Arborvitae rooted cuttings in open lath house.

DEETER & SONS NURSERY R. 1, Box 23 Clayton, O.

FALL 1957

These are some of our heaviest items:

- Pfitzer, extra good, up to 24 to 30 ins.
- Taxus cuspidata, up to 18 to 24 ins.
- Taxus hicksi, up to 24 to 30 ins.
- Chinese Elm, fine straight trees, up to 3 ins.
- Flowering Crab Apple, up to 6 to 7 ft.
- Norway Maple, up to 3 ins.
- Soft Maple, up to 1 1/2 ins.
- Sugar Maple, up to 1 1/2 ins.
- Pin Oak, up to 2 1/2 ins.
- Sweet Gum, up to 2 ins.
- Cotoneaster divaricata, up to 4 to 5 ft.
- Honeysuckle Bush, up to 4 to 5 ft.
- Rhus cotinus, up to 6 to 7 ft.
- Fruit trees, all kinds
- Montmorency Cherry, 1-yr.

C. M. HOBBS & SONS, INC.

Established 1875

Bridgeport, Ind.

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Wholesale growers of the best
Ornamental Evergreens
Deciduous Trees
Shrubs and Roses

Write for our current trade list.

The Kallay Brothers Co.
1251 Madison Ave. PAINESVILLE, O.

"how do you grow
such fine premium
nursery stock?"



"With a single application of *Borden's 38*[®]
'controlled-release' ureaform
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All nurserymen know that the single most important fertilizer requirement for best-selling plants, trees and flowers is nitrogen fed slowly and steadily throughout the entire growing season.

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nitrogen in BORDEN'S 38 costs no more than the nitrogen in fast-acting fertilizers containing only 3% to 7%. You also make additional savings on shipping and storage costs, because one bag replaces several bags of other fertilizers in nitrogen content.

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Due to the demand, this popular series of articles which appeared in the American Nurseryman during the past year has been printed in book form. The author has made additions to the original articles and numerous illustrations have been added. Bound in a handsome, green plastic cover and printed on heavy white enamel stock, this book is a necessity for those operating a garden center.

Written by a man who has been engaged all his life in the nursery industry and been a student of it, the book covers every phase of garden center operation. It bears close reading by all those who plan to undertake this venture and will supply valuable ideas to those already operating a garden center.

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PLANT PATENTS

The following plant patents were issued recently, according to Rummeler & Snow, Chicago patent attorneys:

No. 1601. Snapdragon plant. Harold Ivan Burke, Stuart, Fla. A new and distinct variety of double snapdragon plant, characterized particularly by its pleasing, distinctive characteristic white coloration of the flowers; the compactness of the flowers; the absence of excessive lateral shoots, and its vigor and hard, stiff stems.

No. 1602. Apple tree. William F. Connell, Menomonie, Wis. A new and distinct variety of apple tree, characterized as to novelty by the attractive uniform dark red color, rich sweet flavor of its fruit and its excellent shipping and storage quality.

No. 1603. Rose plant. Eugene S. Boerner, Newark, N. Y., assignor to Jackson & Perkins Co., Newark, a corporation of New York. A new and distinct variety of rose plant of the large-flowered polyantha class, characterized particularly as to novelty by the large cluster habit and profusion of its flowers; the good keeping quality of the flowers; the fruity almond fragrance; the distinctive shrimp-pink, lightly overcast with geranium-pink, general color tonality of its flowers, and its suitability for both outdoor and greenhouse growing.

No. 1604. Rose plant. Wilhelm Kordes, near Elmshorn in Holstein, Sparrishoop, Germany, assignor to the Jackson & Perkins Co., Newark, N. Y. A new and distinct variety of rose plant of the hybrid tea class, characterized particularly as to novelty by its healthy and vigorous habits of growth; its leathery and glossy dark cress-green foliage; its large flowers; the distinctive Marguerite-yellow general color tonality at the center of the flower, with the edges of the flower petals of deep rose pink and the color suffused in the center, and the corresponding color of its buds, which show deep-colored edges and the color suffused at the center thereof.

No. 1605. Honey locust tree. David Barrett Cole, Mentor township, Lake county, Ohio, assignor to the Cole Nursery Co., Painesville, O., a corporation of Ohio. A new and distinct variety of substantially thornless honey locust tree, *Gleditsia triacanthos* L., var. *inermis*, having a strong, sturdy, straight trunk, with exceptionally well-spaced, widespread branches, said branches emerging from the trunk at nearly 90-degree angles and turning slightly upward at the ends, the leaflets being slightly hairy below, with crenate-serrulate margins.

PLANT PATENT OMISSION

The following plant patents, issued February 19, 1957, according to Rummeler & Snow, Chicago patent attorneys, were omitted from earlier listings in these columns:

No. 1567. Raspberry plant. Conio Lo-

BAIER LUSTGARTEN NURSERIES SPECIALS FOR FALL

Acer palmatum atropurpureum, grafts

3 ft., B&B, heavy \$ 6.00

Acer platanoides

2 to 2½-in. cal., B.R. 12.50

2½ to 3-in. cal., B.R. 15.00

Larger up to 8-in. cal.

Albizzia

6 to 8 ft., B&B 5.00

Cedrus atlantica glauca

3 to 4 ft., B&B 7.50

Cornus florida rubra

4 ft., B&B 5.00

Cotoneaster divaricata

3 ft., heavy, B&B 3.00

Laburnum vossi

6 to 8 ft., B&B, heavy 7.50

8 to 10 ft., B&B, heavy 10.00

Flowering Crab Apple, 8 varieties, all heavy

6 to 8 ft., B&B 7.50

8 to 10 ft., B&B, \$10.00 to \$12.50

Picea excelsa, sheared

3 ft., B&B \$ 3.00

Pieris japonica

12 to 15-in. cal., from beds, B&B. 1.00

2 ft., B&B 3.50

2 to 2½ ft., B&B 4.00

4 ft., B&B, very heavy 10.00

Leucothoe catesbaei

12 to 15-in. cal., B&B 1.00

2 ft., B&B, heavy 3.00

Pyracantha coccinea lalandi

6-in. pots 1.00

9-in. pots, \$2.00 to \$3.00

5-gal. cans 5.00

Rhododendron, hybrid grafts, heavy

2 ft. 5.00

2 to 2½ ft. 6.50

2½ to 3 ft. 7.50

Tsuga canadensis, heavy

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3 ft. 3.50

3 to 4 ft. 5.00

4 to 5 ft. 7.50

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| | Each Per 100 | Each Per 1000 |
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| Arboretum, Woodward Globe | | |
| 2-yr., pots | \$0.25 | \$0.22 |
| Barberry, mentorensis | | |
| 1-yr., T. | .15 | .12 |
| Buxus koreana | | |
| 1-yr., pots | .25 | .22 |
| Euonymus alatus compactus | | |
| 2-yr., pots | .15 | .12 |
| 2-yr., T. | .18 | .15 |
| 3-yr., T. | .28 | .25 |
| Euonymus coloratus | | |
| 2-yr., T., 6 to 12 ins. .. | .12 | .10 |
| 2-yr., T., 12 to 18 ins. .. | .18 | .16 |
| 3-yr., T., 18 to 24 ins. .. | .32 | .30 |
| Euonymus Newport | | |
| 2-yr., pots | .15 | .12 |
| Euonymus patens | | |
| 2-yr., pots | .12 | .10 |
| Euonymus radicans erectus | | |
| 2-yr., T., 6 to 12 ins. .. | .25 | .22 |
| 3-yr., T., 12 to 18 ins. .. | .30 | .28 |
| Euonymus vegetus | | |
| 2-yr., pots | .16 | .14 |
| 3-yr., pots | .18 | .16 |
| Hemlock, canadensis | | |
| 2-yr., pots | .25 | .22 |
| Kolkwitzia amabilis (Beauty Bush) | | |
| 1-yr., pots | .11 | .09 |
| Juniper, Pfitzer | | |
| 1-yr., pots | .22 | .20 |
| 2-yr., pots | .25 | .22 |
| Juniper, Compact Pfitzer | | |
| 1-yr., pots | .25 | .22 |
| 2-yr., pots | .28 | .25 |
| Taxus hatfieldi, upright | | |
| 2-yr., pots | .25 | .22 |
| Taxus media browni | | |
| 1-yr., pots | .28 | .25 |
| 2-yr., pots | .32 | .30 |
| Taxus media hicksii | | |
| 1-yr., pots | .22 | .20 |
| 2-yr., pots | .25 | .22 |

See catalog for additional shrubs, evergreens, grafts and finished stock.

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Office—Cassstown, O.—HU 4-2425

retto, Joseph N. Loretto and Leonard Loretto, Brant township, Erie county, New York, assignors to First Burgundy, Inc., New York. A new and distinct variety of raspberry plant, characterized particularly as to novelty by the burgundy color of its fruit and further characterized by its vigorous, erect and dense growth and high productivity.

No. 1568. Almond tree. Vincent P. Rodgers, Ballico, Calif. A new and distinct variety of almond tree, distinctively characterized—in comparison with the Mission almond, with which there is general resemblance in the tree and nuts—by a faster and more vigorous growing and branching habit, the tree having a broader top, and the nuts being soft shell, with a substantially higher percentage of crack-out and a better quality and flavor of the kernel, and further characterized—in comparison to the soft-shell Texas almond—by a smooth rather than pubescent kernel.

EFFICIENT MANAGEMENT

[Continued from page 20]

trend of industry, whether declining, permanent or growing, and the diversification, stability, seasonality and future of the surrounding industry. The population trends, income and living status in the area are important. The types and number of competing businesses are important in choosing a site. Lastly, the type of community and the people living there are important. If the community is well kept; if banking, health, church and transportation facilities are adequate, then the location of the site may be suitable to meet the nurseryman's ambitions.

Planning is an essential executive function which involves the selection of objectives, policy procedures and programs. For this reason, in planning, an efficient manager must have foresight in order to mold the future of the business to his advantage.

It is the responsibility of the manager to delegate authority, to see that the plans are put into effect and to coordinate the efforts of the sub-managers.

Staffing is necessary in the management of nursery businesses because all the parts of the original plan must be carried out, and the selection and training of personnel capable of carrying out the plan are important.

Controlling includes the activities that are designed to compel events to conform to plans. This calls for many minor decisions of costs, schedules, man-hours and necessary deviations in sales efforts.

There are few men who have all the qualifications to run every phase of a business. A man may be an excellent grower, as far as the cultural aspect of nursery work is concerned,

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(Fine for Cut Flowers)

| | Per 100 |
|--|---------|
| Glow, 18 ins., coral-red | \$20.00 |
| Primrose Beauty, 30 ins., light yellow | 18.00 |
| Springtime (Royal Standard), top flowers red, lower yellow | 18.00 |
| White Giant, 3 ft., ivory-white | 18.00 |
| 25 or more plants at 100 rate. | |

Write for complete Trade List.

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MENTOR, O.

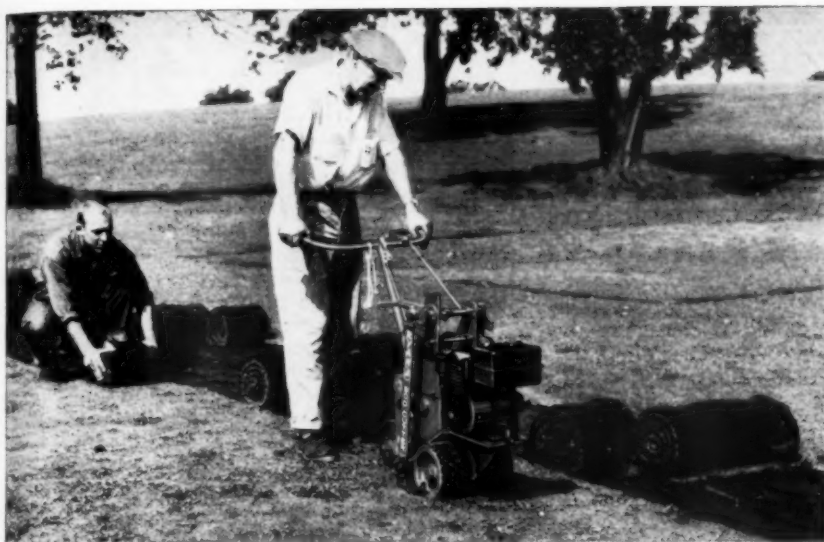
GOLDEN VICARY PRIVET

Lovely, solid, golden-leaved variety. Extremely adaptable for a striking border. Retains full golden color from spring to fall. Beautiful for rose bed borders. Should have full sun.

| | Per 100 | Per 1000 |
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| Potted liners | \$18.00 | \$150.00 |

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New low cost Sod Cutter cuts 4500 sq. ft. of sod per hour

More than ever before, the new, low cost Ryan Jr. Model Sod Cutter equips professional landscape men to profitably handle medium and smaller sod cutting jobs. And as an auxiliary machine, it is ideal to increase sod production during peak demands.

Built to the same precision standards of Ryan heavy-duty Sod Cutters, the Jr. Model cuts 4500 sq. ft. of perfect sod hourly... to the exact thickness you desire.

Its newly designed Super Kut blade with reciprocating action slices cleanly and quickly through finest bents and the toughest rooted grasses—without tearing roots or clogging.

The Ryan Jr. Model also performs other work profitably. With a special tilling blade which operates at 1000 strokes per minute, it loosens and pulverizes hard or compacted soil for resodding or seeding

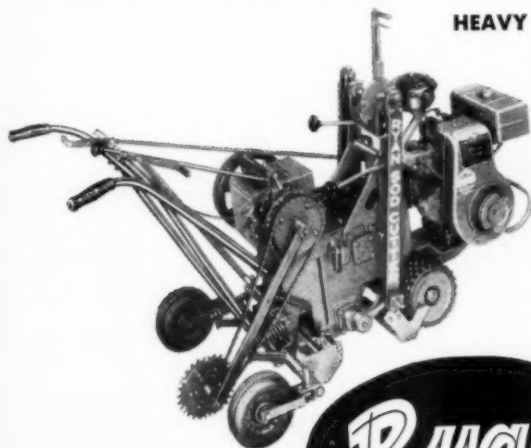
... and efficiently cultivates between rows of nursery stock.

With special edging blade, it eliminates hand labor in lawn grooming jobs.

This versatility is matched by the engineered dependability that has made Ryan Sod Cutters the choice of more than 90% of the turf growers in the U. S. and Canada. See the Ryan Jr. Model at your nearest distributor—or write us for full particulars.

NEW EDGING BLADE

—eliminates up to 90% of hand labor involved in edging sand traps, flower beds, driveways, etc. Cuts sharp edge 4" wide and up to 3" deep.



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This Ryan Heavy Duty Sod Cutter cuts up to 10,000 sq. yds. of sod per day. The Auto-Cut-Off feature automatically measures and cuts off sod at any desired length from 1 to 9 ft. ... eliminating manual cross cutting, fitting and patching. This machine saves 50% of sod cutting costs in time, labor and sod. The Auto-Cut-Off unit can be installed on most other Ryan heavy duty machines.



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WASHINGTON: Washington Turf & Toro Co., Seattle.
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- CANADA**
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BRITISH COLUMBIA: Power Mower Sales & Service, Victoria.
MANITOBA: Consolidated Industries, Winnipeg.
NOVA SCOTIA: Cleveland Industries, Halifax.
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22 varieties.

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| | Per 1000 |
| Concord | \$7.50 |
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Committee. 30 species, 800 varieties. 48 p. \$1.00
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but may lack sufficient training to be a bookkeeper or tax expert. It is nearly always possible to employ the type of help needed, either on a part or full-time basis. Much of the assistance nurserymen need is free and is offered by college extension services and government experts on taxes and marketing. Bookkeeping and auditing services are available in most communities.

Decision Making: Business success will depend on the quality of the decisions made. The task of decision making can be divided into major and minor decisions. Major decisions constitute such problems of what or if to produce, the location, capital market, accounting and the general plan and goals of the business. The minor decisions are those that affect the business over a short period. Decisions concerning minor price changes, personnel relations and customer relations must be handled as they arise.

Financing: Financing sources include banks, mortgage companies, partnerships, friends and relatives. Before employing any of the financing means, the sources of money should be listed and explored. It has often been agreed that one should borrow only up to one-half the amount represented by his own total personal assets.

It is important to determine the required amount of capital needed and to have the fewest encumbrances and the lowest rate of interest for the most desirable period of time. If a nurseryman is familiar with his operation, knows the percentages and ratios for the nursery business, has two-thirds of the capital needed and knows the pitfalls and mortality rates of the business venture, the financing of the enterprise has a solid foundation.

A study of the market is essential in the establishment of a business, not only in choosing the location but in the financing, production and over-all plan of the business. A market study will help answer the questions, What? Where? When? How? Who? and Why? (See the accompanying table.)

Production: With many products of the nursery industry, storage is not possible because of perishability of goods or excessive costs. In such cases, both producing and buying should be timed to meet the market demands. This is possible only from an accurate record of past sales. Not only is this true in production but also in the buying process.

Pricing: In order to price products profitably, the production costs, the overhead costs and the sales costs

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Phone 4332

Winchester, Tenn.

| | Each | | Each | | Each |
|--------------------------------|--------|---|--------|-----------------------------------|--------|
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| 15 to 18 ins., B&B | \$1.50 | 15 to 18 ins., B&B | \$1.25 | 18 to 24 ins., B.R. | \$0.50 |
| 18 to 24 ins., B&B | 2.00 | 18 to 24 ins., B&B | 1.50 | 2 to 3 ft., B.R. | .75 |
| Burford Holly | | Nandina | | 3 to 4 ft., B.R. | 1.00 |
| 15 to 18 ins., B&B | 1.50 | 18 to 24 ins., B&B | 1.00 | (50c extra, B&B) | |
| 18 to 24 ins., B&B | 2.25 | 24 to 30 ins., B&B | 1.25 | 4 to 5 ft., B.R. | 1.50 |
| 24 to 30 ins., B&B | 3.00 | 30 to 36 ins., B&B | 1.50 | (50c extra, B&B) | |
| Pfitzer Juniper | | Flowering Peach | | 5 to 6 ft., B.R. | 2.50 |
| 15 to 18 ins., B&B | 1.25 | Red, white and pink | | (\$1.00 extra, B&B) | |
| 18 to 24 ins., B&B | 1.75 | 2 to 3 ft., B.R. | .30 | 6 to 7 ft., B.R. | 4.00 |
| 24 to 30 ins., B&B | 2.25 | 3 to 4 ft., B.R. | .40 | (\$1.00 extra, B&B) | |
| 30 to 36 ins., B&B | 2.75 | 4 to 5 ft., B.R. | .55 | | |
| Hetz Juniper | | 5 to 6 ft., B.R. | .75 | Pink-Flowering Dogwood | |
| 15 to 18 ins., B&B | 1.25 | Crape Myrtle | | 3 to 4 ft., B.R. | 2.00 |
| 18 to 24 ins., B&B | 1.75 | 18 to 24 ins., B.R. | .30 | (50c extra, B&B) | |
| 24 to 30 ins., B&B | 2.25 | 2 to 3 ft., B.R. | .50 | 4 to 5 ft., B.R. | 3.00 |
| 30 to 36 ins., B&B | 2.75 | 3 to 4 ft., B.R. | .65 | (50c extra, B&B) | |
| Greek Juniper | | Hemlock, Canadian | | 5 to 6 ft., B.R. | 4.00 |
| 15 to 18 ins., B&B | 1.50 | 18 to 24 ins., B&B | 2.25 | (\$1.00 extra, B&B) | |
| 18 to 24 ins., B&B | 2.75 | 2 to 3 ft., B&B | 2.75 | 6 to 7 ft., B.R. | 5.00 |
| Euonymus patens | | 3 to 4 ft., B&B | 3.75 | (\$1.00 extra, B&B) | |
| 18 to 24 ins., B&B | 1.25 | 4 to 5 ft., B&B | 5.00 | 7 to 8 ft., B.R. | 6.00 |
| 24 to 30 ins., B&B | 1.50 | Flowering Plum, Newport | | (\$1.00 extra, B&B) | |
| Jasminum floridum | | 2 to 3 ft., B.R. | .30 | | |
| 2 to 3 ft., B&B | 1.25 | 3 to 4 ft., B.R. | .40 | Cherokee Chief Dogwood | |
| Magnolia grandiflora | | 4 to 5 ft., B.R. | .55 | Red Dogwood | |
| 2 to 3 ft., B&B | 2.00 | 5 to 6 ft., B.R. | .65 | 6 to 12 ins., B.R. | .75 |
| 3 to 4 ft., B&B | 3.00 | Flowering Crab Apple | | 12 to 18 ins., B.R. | 1.00 |
| 4 to 5 ft., B&B | 4.00 | 1-yr. buds | | 18 to 24 ins., B.R. | 1.25 |
| Oak-Leaved Hydrangea | | scheideckeri, lemoinei, Hopa, | | 24 to 30 ins., B.R. | 1.50 |
| 18 to 24 ins., B.R. | .40 | elevi, Red Silver, atrosanguinea | | 30 to 36 ins., B.R. | 2.00 |
| 24 to 30 ins., B.R. | .50 | 2 to 3 ft., B.R. | .40 | 3 to 4 ft., 2-yr., B.R. | 3.50 |
| Spiraea Anthony Waterer | | 3 to 4 ft., B.R. | .50 | (50c extra, B&B) | |
| 15 to 18 ins., B.R. | .40 | 4 to 5 ft., B.R. | .60 | 4 to 5 ft., B.R. | 4.50 |
| 18 to 24 ins., B.R. | .50 | Flowering Crab Apple | | (50c extra, B&B) | |
| Globe Arborvitae | | 1-yr. buds | | 5 to 6 ft., B.R. | 6.00 |
| 15 to 18 ins., B&B | 1.75 | Almey | | (\$1.00 extra, B&B) | |
| 18 to 24 ins., B&B | 2.50 | 2 to 3 ft., B.R. | .50 | 6 to 7 ft., B.R. | 8.00 |
| Abelia | | 3 to 4 ft., B.R. | .75 | (\$1.00 extra, B&B) | |
| 18 to 24 ins., B.R. | .40 | 4 to 5 ft., B.R. | 1.00 | | |
| 2 to 3 ft., B.R. | .65 | 5 to 6 ft., B.R. | 1.25 | Cornus florida | |
| 3 to 4 ft., B.R. | .90 | Flowering Crab Apple | | 1-yr. S. | |
| (B&B, add 25c extra) | | 2-yr. buds | | 6 to 12 ins., \$50.00 per 1000. | |
| Red Barberry | | elevi, Hopa | | Cornus florida rubra | |
| 15 to 18 ins., B.R. | .30 | 9/16-in. cal., B.R. | .75 | Dormant buds on field-grown | |
| 18 to 24 ins., B.R. | .40 | 11/16-in. cal., B.R. | 1.00 | seedlings, budded for fall, 1957, | |
| 2 to 3 ft., B.R. | .50 | 1-in. cal., B.R. | 1.25 | \$25.00 per 100. | |
| 3 to 4 ft., B.R. | .75 | Silver Maple | | Cornus florida | |
| Boxwood, sempervirens | | 12 to 15 ft., B.R. | 2.25 | Cherokee Chief | |
| 12 ins., B&B | 1.25 | 10 to 12 ft., B.R. | 1.75 | Dormant buds on field-grown | |
| 15 ins., B&B | 1.75 | 8 to 10 ft., B.R. | 1.25 | seedlings, budded for fall, 1957. | |
| Euonymus carrierei | | 6 to 8 ft., B.R. | .85 | \$35.00 per 100. | |
| 18 to 24 ins., B&B | 1.25 | 5 to 6 ft., B.R. | .50 | | |
| 2 to 3 ft., B&B | 1.50 | Chinese Elm | | | |
| | | 10 to 12 ft., B.R. | 1.75 | | |
| | | 8 to 10 ft., B.R. | 1.25 | | |
| | | 6 to 8 ft., B.R. | .85 | | |
| | | 5 to 6 ft., B.R. | .50 | | |

Also an assortment of apple, peach, pear, plum, cherry and apricot.

QUALITY NURSERY STOCK

We offer a variety of root-wrapped tree seedlings and flowering shrubs. Each plant is wrapped with water-proof paper with the best moisture-retaining material that can be had. Each plant is tagged with a color picture of the shrub or tree with planting instructions and name.



All our plants will be 2 ft. and over. Note the size as shown in the photograph above.

Each
1000 up to 5000, 2 to 4 ft. 18c
5000 up to 25,000, 2 to 4 ft. 16c
25,000 up to 50,000, 2 to 4 ft. 15c
If wanted in larger quantities write or call us.

When in McMinnville, we will be glad to have you visit us. Our main office and shipping department is located on Beersheba St., just a few blocks from downtown McMinnville on Highway 56. Our office and storage No. 2 is located 2 miles from downtown McMinnville on U. S. 70 S. Nashville Highway.

Visitors always welcome.

Day Phone: 2432

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Evergreens — Broad-leaved Evergreens — Shrubs

Shade Trees — Lining-out Stock

100,000 Evergreen Grafts

Specimen Grafted Junipers, 3 to 5 ft.

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**FINISHED
STOCK and LINERS**

We solicit your inquiries.

**LAIRD'S
NURSERIES**

Route 2
RICHMOND, VA.
5 miles west of city on Broad St. Road

**Broad-leaved
Coniferous
Evergreens**

Write for complete price list.

T. G. OWEN & SON, INC.

Columbus Mississippi

must be known. Awareness of these costs makes it possible to determine the break-even price for a specific product. There are many factors that will help in making decisions regarding pricing. The supply and demand of a product will do much to determine price; the seasons and competition are other influencing factors.

Budgeting: Budgeting acts as an insurance for planning. In use of a budget a check can be made on the estimate made in the market research stage of planning. With the budget and a study of past performance, waste can be cut, responsibility can be fixed, expansion can be controlled, an income and expense ratio can be determined and the weak spots of the business can be given attention.

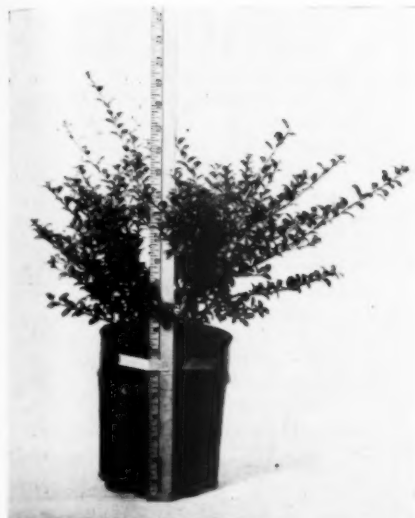
Accounting: The accounting system shows how to figure costs for pricing, how to buy and what to buy, the inventory figure and where costs are high or low. It can generally be said that, without a good accounting system and the interpretation of it, a business would be completely oblivious to its financial condition.

Credit: There are many disadvantages to credit extension. Credit will tie up capital and cause increased costs in bookkeeping and interest. Losses due to the customer's inability to pay may prove costly to the business employing credit extension, and the ease with which customers can return merchandise is another distinct disadvantage.

If a credit system is needed, all accounts should be investigated thoroughly. Terms and limitations for the accounts should be set up, thereby giving better control over the entire credit system. Finally, delinquent accounts should be promptly followed up to reduce possible loss. A good accounting system will enable the businessman to see how much credit he can allow for the over-all business.

Service and Advertising: Since the nurseryman is generally selling service along with a product, a charge for that service is almost necessary. When the customer services his own needs, he receives the benefits in the form of savings, or he may go to a competitor where he will get these savings.

The advertising expenditure should cut selling costs. If advertising and labels are clear and concise, if the customers agree with the message advertisements convey, if the advertisements are directed to the proper persons and if they stimulate action on the customers' part, the



Pictured here are
some of the many
plants we are grow-
ing in containers.

See us for your
needs or write for
our list.



Above:
Ilex
Crenata
Convexa



At right:
Ilex
Cornuta
Burfordi

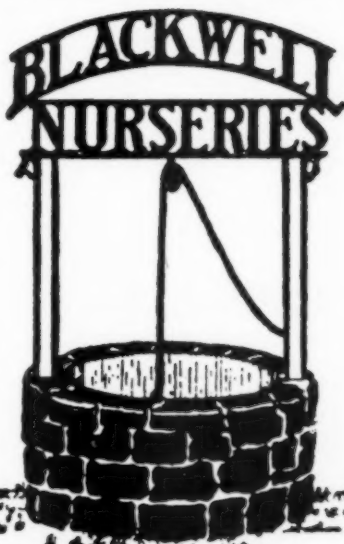


Above:
Juniper,
Pfitzer

At left:
Ilex
Crenata
Rotundi-
folia

South Alabama is fast becoming one of the largest horticultural areas in the nation. We invite you to come by and see this development yourself.

We are proud of our thousands of container-grown plants, also our lining-out stock, which is known all over the nation.



SEMMEs, ALA.

We hope you can come by
and visit with us.

Semmes is in Mobile county,
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Our telephone is: Mobile,
Ala., Greenwood 9-4564,
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WAYNESBORO NURSERIES

Waynesboro, Virginia

Growers of a General Line of Nursery Stock

WAYNESBORO SPECIALS

PEACH — 25 varieties, including most popular new ones. Prices quoted on request or see our representative at the A. A. N. convention. Badge No. 343.

FLOWERING TREES, including:

Pink Dogwood
Flowering Cherry

Flowering Peach
Flowering Crab Apple

Franklinia
Magnolias

EVERGREENS, including:

Cedrus deodara
Black Hills Spruce

Norway Spruce
Yews

Hollies
Ligustrum

SHADE TREES, including:

Maples
Oaks
Honey Locust
Elms

Birch
Linden
Beech
Willows

Write for our Wholesale Price List, mentioning any material in which you are especially interested.

WAYNESBORO NURSERIES

Waynesboro, Virginia

—A DEPENDABLE SOURCE OF SUPPLY FOR—

SHRUBS

SHADE TREES

FLOWERING TREES

GENERAL ORNAMENTALS

FRUIT TREES: peach, plum, apple,
pear, cherry, etc.

Specializing in new and better varieties of **PEACH** for commercial orchards!

Wholesale Growers of General Nursery Stock. Send us your want list. Catalog sent on request.

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TUBEROUS BEGONIAS, GLOXINIAS
PERENNIAL SPECIALTIES

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Rt. 5, BATTLE CREEK, MICH.



SEMME NURSERIES

AZALEAS - CAMELLIAS
and other choice evergreens

Wholesale Catalog SEMMES, ALA.

selling function is quite often nearly complete.

Competition: A study of the market will indicate the competition. A combination of good advertising, planning, production control, public relations and salesmanship is, the best means to meet competition.

Employee Relations: Good employee relations can be a major asset to a nurseryman. The personnel of a business reflects in attitudes its interest in the business. If a worker does not think he is a part of the group, his attitude may reflect indifference. A poor attitude on the part of the employee may prove disagreeable to the customer.

In the selection of employees, the nurseryman must pay the going market price to attract and obtain good workers. When an applicant is interviewed, truthful and complete answers to all questions should be obtained, and these answers should then be studied by the employer. References should be investigated and weighed when the nurseryman decides whether to hire an applicant. The local credit bureau is an excellent place to obtain information on applicants.

A new employee should be trained in the nursery's methods and placed in a position where he will be of the most value to the enterprise. The job and the employee should be adjusted to meet changing conditions.

Expansion: Expansion should be based on results of a constant market study. If a nursery firm can produce goods or services with efficiency and if the financial status of the company allows the firm to produce them, there may be an indication that expansion could be profitable. Such things as competition, personnel availability, public relations and taxes are factors to be considered in viewing an expansion program.

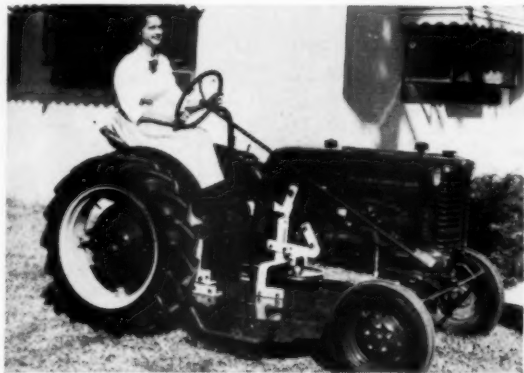
Public Service: It is the duty of a manager to serve the public and make it want to do business with his firm. It is necessary to foster customer loyalty and patronage. This can be done by treating customers with honesty and sincerity.

Holding an active membership in local clubs, church groups, business groups and welfare groups is an excellent method to aid a public relations program.

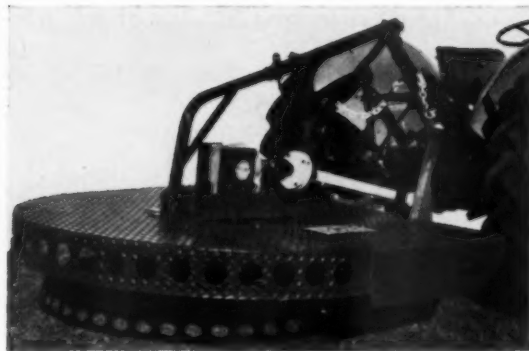
Government and taxes are important concerns in the operation of a nursery. For this reason accurate records must be kept on all income, expenses, profits and losses. Payroll figures must be kept for social security and withholding tax records. Sales and use taxes must be paid in

SUNFLOWER REEL and ROTARY MOWERS

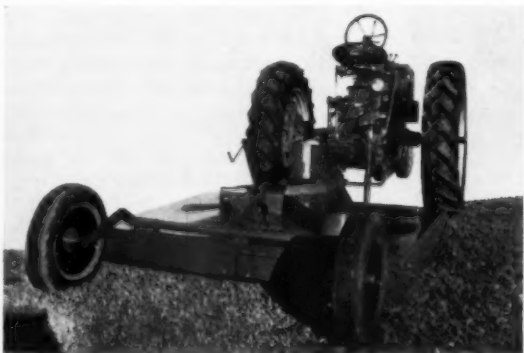
1ST Choice of NURSEYRMEN FOR ALL MOWING-CUTTING-SHREDDING JOBS



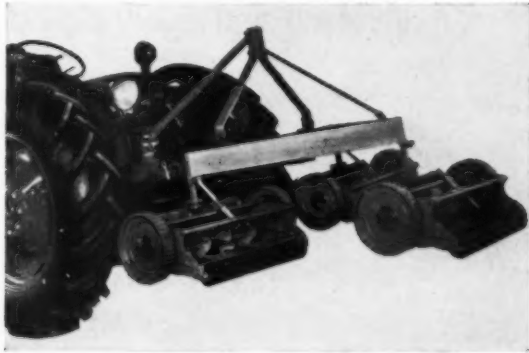
KUB-KLIPPER 46-inch rotary on I-H LO-BOY. The popular KUB-KLIPPER gives top performance under all conditions. Cuts 46-in. swath, 1 to 8 ins. high. Field-tested and proved. Machine-sharpened, heat-treated, spring steel blades. Also models for FARMALL CUB, A-C "G" and "B," M-H PONY and PACER.



NEW Versatile Model M 60D (with choice of wheels). Available with 3-pt. hitch, fast hitch or snap coupler. **MOWS—CUTS—SHREDS** a 60-in. swath. Cutting heights 1 to 12 ins. Modern design. Engineered to guarantee top performance. Sturdy, rugged construction guarantees long life.



NEW Model T 280. Twin blades mow full 80-in. swath. Cutting heights 1 to 14 ins. Extra sturdy. Mows grass—cuts weeds and brush—shreds prunings. Trailer type with Universal drawbar hitch for all two, three, four-plow tractors.



NEW Model M 36—3-Gang Mower. Mows 72-in. swath. Also available as trailer and for fast hitch and in 5-Gang 118-in. size. Cuts clean and smooth. Big favorite throughout the nation. Many exclusive patented features.

SUNFLOWER Rotary Mowers are modern in every detail. They are engineered for maximum capacity. Extra-sturdy 40-h.p. gear box, heavy-duty drive shaft, friction-type slip clutch. Double-edged, forged spring steel cutting blades.

MANY OTHER MODELS FOR ALL JOBS AND TRACTORS. ALSO A
FULL LINE OF PATENTED GANG MOWERS FOR ALL TRACTORS.

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CATALOG AND LOW PRICES

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Our nursery is located just 2 miles north of Fort Meade on U. S. Highway 17 and 98.

We want very much to show you our stock and our method of production.

Ed Brown will be at Booth 43 to meet each and every one of you.



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PHONE FT. MEADE ATwater 4-5401 - PEMBROKE, FLORIDA

WE WELCOME YOUR INQUIRIES

Fruit Trees, Shade Trees, Pink and White Dogwood Are Our Specialties.

Special prices on truck or car load lots.

Price list on request.

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McMinnville, Tenn.

Phone: 2581

many states. These demands necessitate the keeping of accurate records.

Income tax is important in expansion decisions. The best way to handle such complex tax problems is through a qualified tax expert.

VERHALEN RISE TOLD

Established in 1902 as the Standard Orchard Co., the Verhalen Nursery Co., Scottsville, Tex., now has over 2,000,000 plants in greenhouses, fields and containers on its 2,500 acres of land at Scottsville and Dallas, according to a recent feature article in the Marshall, Tex., News-Messenger. It annually contributes \$500,000 to the economy of east Texas, it is reported. Operation of the Standard Orchard Co. was taken over in 1911 by Steven J. Verhalen, who, with his sons, made the company one of the largest bulb producers in the southwest, while continuing to grow roses and Japanese persimmons in quantity.

As popular demand in the trade gradually broadened to include other nursery products, production emphasis at the Scottsville nursery was shifted to general evergreen and deciduous ornamental stock. The company was incorporated in 1928 with a capital stock of \$300,000, almost all of which is home-owned.

In 1946 the nursery put its production operations on a year-round basis by incorporating what was then a relatively new concept — the growing of plants in containers. Starting with a stock of 20,000 container-grown plants, the nursery now has about 980,000, according to latest available figures, and shipped 300,000 throughout the south, southwest and midwest in 1956. Heavy use is made of truck shipping.

In addition to the plants in containers, the nursery has 1,000,000 plants in pots and about 200,000 in fields at Scottsville and Dallas, including one of the company's specialties, liquidambar — a common tree in the Scottsville area, but a sellout item among the nursery's midwest customers.

Maintaining constant contact with college experiment stations, trade associations and other nurseries to keep pace with the times, the company has begun to mechanize its processes, a notable example being the production line which turns out as many as 1,100 potted plants a day on conveyor belts.

The company also acts as a distributor of garden supplies and equipment, handling, among other items, 40 to 50 carloads of domestic and Canadian peat moss a year and

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NATION-WIDE SERVICE —
Stribling's own patented, nema-
tode-resistant peach rootstock,
S-37*, is shipped throughout the
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Whatever Your Needs . . .

See Stribling's First

Stribling's 800 acres of growing grounds in the heart of California's rich San Joaquin Valley yield the West's widest variety of superb-quality nursery products. Ours is the grade of stock you take pride in selling — backed by 46 years of experience and skill.

You'll like Stribling's service, too. Our shipping department is highly-g geared to make the prompt deliveries you have every right to expect.

**Choose from
Our Full Line of:**
Fruit Trees
Shade Trees
Flowering Trees
Grape Vines
Ornamentals

Whatever your needs, see
Stribling's first. It's a habit
that pays off — in variety,
quality and service.

Willis A. Stribling will represent
us at the A. A. N. Convention.

*T. M. REG.

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NURSERIES**

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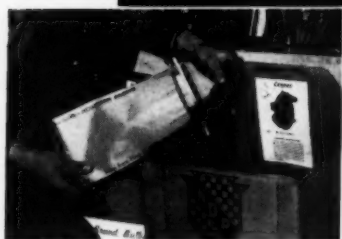
TREE-O*

... the 3-in-1 Family Orchard

One of our most popular intro-
ductions is Tree-O — 3 trees in
1 hole, bearing 3 different
fruits in 3 different months.
Pictured is a Tree-O that pro-
vides Gold Dust* peaches in
June . . . Early Elberta peaches
in July . . . Freedom Nectarines
in August. A favorite with
home owners.



Thilco "Trouble-Free" Nursery Wraps make all other root packing methods obsolete!



TIE-STRIP BULB BAGS



TRIM-SIZED SHEETS FOR PLANT ROOTS



ROLL WRAPS FOR SHRUBS AND BUSHES



PUBLIC RELATIONS PROTECTORS

**Poly-coated, asphalted and waxed grades
in counter rolls, sheets, tubes and
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Take a hint from nurseries who know . . . There's no safer or better method of packaging plants and shrubs than with modern, moisture preserving Nursery Wrap papers by Thilco. They retain root moisture during shipment and with some users save as much as \$22,000 annually on shipping costs alone! Heavy, wet packings such as sphagnum moss and shavings are no longer necessary.

THERE'S A THILCO PAPER TO SERVE EVERY NEED

Thilco Nursery Wraps come in a complete range of water-proof grades including POLY-COATED krafts to provide the *term protection* you require at the lowest cost to you. Thilco also offers a wide range of lightweight, moisture-vapor barrier papers in single or duplex combinations in sheets, rolls or bags to provide positive protection for seedlings and bulbs. Bags can be furnished punched for ventilation, with tin-ties or as *specialized* in make-up as desired.

Thilco also supplies untreated Kraft rolls in many beautiful colors for counter rolls in your retail outlets. Remember too — for just a few cents more, Thilco Nursery papers can be Print-Decorated with your name or trademark for advertising and merchandising value.

WRITE FOR FREE SAMPLE KIT AND DETAILS, TODAY!



NEW YORK • CHICAGO
DETROIT • CINCINNATI



GREETINGS

To our many customers and friends and those whom we would like to have for our customers. We have our nursery in tiptop shape and would like for you to stop and see us on the way to or from the convention. We have some of the nicest stock we have ever grown and know you would like to see it. We have had an abundance of rain, and we have a nice supply of the following stock:

Juniper, spreading and upright
Grafted Junipers
Arborvitae
Broad-Leaved Evergreens
Magnolia soulangeana
Magnolia soulangeana nigra
Pink-Flowering Almond
Althaea
Barberry, red, green and Mentor
Buddleia, purple and pink

Forsythia (3 varieties)
Honeysuckle, heckrotti
Honeysuckle, bush
Privet (5 varieties)
Lilac, rothomagensis
Rose, Paul's Scarlet
Rosa rugosa rosea
Spiraea Anthony Waterer
Spiraea froebeli

Spiraea vanhouttei
Cydonia japonica rubra
Philadelphus
Pink Weigela
Red Weigela
Pink Dogwood
White Dogwood
Weeping Willow

We are located in northwest Tennessee and Highway 45-W comes right through the nursery, so you can't miss it. We are about 5 miles south of Union City, Tenn., and approximately 60 miles south of Cairo, Ill. Make our stop a must and we will look for you.

Represented at the convention by
GEORGE CULTRA

MORNING STAR NURSERY

Rives, Tenn.

60 miles south of Cairo, Ill., on U. S. Highway 45-W

a boatload of German-produced reed matting a month. A retail operation is also maintained at the company's garden center at Dallas.

Directing the activities of approximately 100 employees at Scottsville and Dallas, the officers of the nursery are all members of the Verhalen family. Cameron Verhalen is president and treasurer; R. P. Verhalen, Sr., and John P. Verhalen are vice-presidents, and Steve Verhalen is secretary. Under their guidance, the company has grown until its shipments reach not only a considerable portion of the United States, but England, Alaska, San Salvador and Costa Rica as well.

VIRGINIA GROUP ELECTS

The Richmond Nurserymen's Association, Richmond, Va., at its annual meeting June 11 elected the following officers to serve the group during the 1957-58 period: David E. Laird, Laird's Nurseries, president; Beverly K. Patton, tree surgeon, vice-president, and A. J. Shoosmith, Southside Nurseries, Inc., secretary-treasurer.

SHAMBEAU GARDENS, Merrill, Wis., have been discontinued, according to J. C. Shambeau, who had conducted the business.

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Propagation, Costs and Selling, Topics at South Florida Course

By E. W. McElwee

Rainy weather, rush work and many trade meetings in the Miami area reduced the attendance at the south Florida nurserymen's and growers' short course to about 25. That the audience was keenly interested in the subjects presented, however, was evidenced by the many questions after each discussion. The meeting was arranged by assistant county agent Douglas Knapp, of the Dade county agricultural office, in cooperation with the Florida agricultural extension service; the Florida Nurserymen and Growers Association, the subtropical experiment station, Homestead, and the Dade county vocational agricultural department. The sessions were held at the vocational agricultural school, Miami, June 6 and 7.

Propagation

The first speaker of the morning session June 6 was S. A. Rose, assistant ornamental horticulturist of the Florida agricultural extension service, who discussed the propagation of Florida plants. The results of experiments conducted at the University of Florida, Gainesville, summarized by Mr. Rose stressed the importance of several factors, including influence of type of medium, aeration of medium, depth of sticking, amount of leaf surface, amount of shade and method of watering, on the root systems formed on tip cuttings of a representative group of Florida ornamental plants. The results of the different treatments may be summarized as follows:

(1) Deep sticking (three inches) decreased rooting as compared to one inch, particularly in poorly aerated sand. Depth of sticking had less influence on rooting than use of coarse sand. (2) Reduction of leaf surface proportionately reduced rooting. The detrimental effects were increased as the amount of shade was increased. Generally, cuttings with the maximum number of leaves in full sun or light shade rooted best. Under heavy shade the length of roots increased, but the number of roots decreased.

(3) The preliminary results of a winter's propagation showed that under Florida conditions constant mist watering produced the best over-all results, with interrupted mist running a close second and hand

watering a poor third. Only one species, yew podocarpus, produced the best results under hand watering.

Landscape Talk

At the conclusion of Mr. Rose's talk, Dr. E. W. McElwee, head of the department of floriculture of the University of Florida and ornamental horticulturist with the agricultural extension service, discussed principles and practices of landscaping. He used color slides of small homes and pointed out that some of the basic considerations are the recreational needs of the family, interest in and time available for the landscape development once it is executed, the size and character of the house and lot and the funds available for carrying out the landscape plan. The discussion provoked many questions, and in answering them Dr. McElwee stated that the form, size, texture, foliage, character and branching habit of ornamental plants are usually more dependable

factors for an interesting landscape planting than are the fleeting characteristics of color of flower and fruits. Striking ornamental plants, in most cases, should be used in combination with other plants, not used to dominate a scene. Florida is blessed with an abundance of tropical and subtropical plant materials ideally suited to developing interesting effects by the combination of textures, forms and colors.

The first speaker for the afternoon session was Hal Jones, of the state plant board, who discussed the application of the grading law passed at last year's session of the Florida legislature. He stated that the grading should be a voluntary action of the nurserymen but once the plants were tagged as being of a given grade, all of the plants would be required to meet the standards. The grading standards were to be developed by representatives of the industry in cooperation with the state plant board officials.

Merchandising Pointers

The last speaker of the afternoon session was James Griffin, executive secretary of the Florida Nurserymen and Growers Association, who discussed the topic "The Little Things That Count in Nursery Management

PINK DOGWOOD

HOLLY

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Citrus, Holly, Fruit Trees, Grafted Ligustrum, and other adapted plants for the Cotton Belt and South.

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Tankard

AZALEAS

80,000 beauties.

Kurumes, Kaempferi Hybrids, Glenn Dales, etc.

Featuring Hino-crimson, the Azalea that has everything.



Tankard

BROAD-LEAVED EVERGREENS

Ilex rotundifolia, I. convexa, I. burfordi; Abelia, Ligustrum, Nandina, Osmanthus, Pyracantha, etc.

CONIFERS, FLOWERING and SHADE TREES, SHRUBS

Overnight delivery to New York and other eastern points.

**THE SIGN OF THE TANKARD
IS THE SIGN OF EXCELLENCE**

THE TANKARD NURSERIES

On the Eastern Shore, Del-Mar-Va Peninsula
EXMORE, VIRGINIA

Practices." He stated that his facts were accumulated during travels to other sections of the country, through personal contact with Florida growers and from the merchandising procedures used by growers in other industries. He stated that his observations indicated that growers can produce good plants fairly easily and that their major problem is that of merchandising what they grow at a reasonable profit. He stated that nurserymen should not just sell plants but should sell beauty; outdoor living instead of patio plantings; a living fence instead of a hedge, and outdoor comfort instead of a tree. He further stated that public relations and advertising are closely related and that pride in civic beautification can be a strong stimulus to plant and garden supply sales. He discussed such merchandising features as the proper labeling of nursery stock, use of premiums as a sales stimulus, stressing quality rather than price and use of serve-yourself features.

Friday morning was devoted to a tour of Miami Beach to observe outstanding examples of hotel landscaping. The first stop was at the new and recently landscaped Americana hotel. The group spent most of the time studying the tropical plants




WELCOME SOUTH, SUH!

Motoring to Miami? You're invited to visit Wight Nurseries, either en route to or from the A. A. N. convention. Cairo is 35 miles north of Tallahassee, Fla., and 65 miles west of Valdosta, Ga.

2 miles south of Cairo, on Georgia 111, you'll see 150 acres of evergreens, pecan and fruit trees and many thousands of container-grown plants.

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"WIGHT GROWN MEANS GROWN RIGHT"

Our Trade List Shows

Shrubs — Magnollas — Dogwood —
Roses
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Chase, Ala.

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Will have our usual supply of Biota, Arborvitae, Juniper, Taxus, Spruce and Pine. Also Magnolia and broad-leaved evergreens.

Come and See Our Stock
FIKE NURSERIES
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COMMERCIAL NURSERY CO.

Wholesale Growers Since 1900

Decherd, Tenn.

Your Southern Headquarters for:

**Fruit Trees—Shade Trees
Ornamental Trees—Shrubs
Moraine Locust—Evergreens
Flowering Crab Apples—Liners**

Packaged or Bare-Root

New This Year

"CHEROKEE CHIEF"

A Really Red Dogwood

Contact: Hubert Nicholson at
Eden Roc Hotel

SUGAR MAPLE, CHINESE ELM AND SILVER MAPLE

Excellent nursery-grown trees, in quantity.

6 to 8 ft., 8 to 10 ft., 10 to 12 and 14 ft.

ALSO

Pink Dogwood

Flowering Crab

Fruit Trees

White Dogwood

Crape Myrtle

Grapevines

Prices on request.

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TULLAHOMA, TENN.

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SMALL FRUIT PLANTS

Let us quote on your
requirements.

L. J. RAMBO'S WHOLESALE NURSERIES

Bridgman, Michigan

**SMALL FRUIT PLANTS
and
VEGETABLE ROOTS**

We grow for the whole-
sale trade only.

KRIEGER'S WHOLESALE NURSERY

BRIDGMAN, MICH.

used in developing the central feature of the lobby, an interior rain forest development. Not a few were surprised to note a live alligator in the pool of the lower lobby.

The next stop was the Hotel Fontainebleau. The intricate and extensive gardens about the Fontainebleau, replicas of famous French gardens, were studied and discussed by the group. The details of the many tropical combinations and special effects claimed the attention of the growers and landscape nurserymen.

Costs

Dr. C. C. Moxley, associate agricultural economist of the extension service, started the Friday afternoon session with a thought-provoking discussion of "Estimating Costs and Cost Accounting for Nurseries." He pointed out that a production and cost-record system should be simple and easy to keep, be accurate within 5 per cent and result in lowering the cost of the entire business. There is quite a difference in unknowingly losing money because the cost of production is unknown and temporarily losing money on an item used as a leader, he stated. Dr. Moxley pointed out that the former condition could wreck a business while the latter practice may be considered an advertising cost.

Production Cost Elements

Dr. Moxley cautioned the audience to consider all of the elements involved in the cost of production. He listed some of the elements of cost as the fixed cost of land, equipment, taxes and association dues; cost of materials, advertising cost, labor and maintenance costs and the seldom considered cost of risk. He enlisted the help of the audience in developing the point that records could be set up to determine operating costs by areas of the nursery, by individual crops or by groups of similar crops, depending on the nature of the operation and the desires of the operator. Some suggested using the daily work sheet or daily operations orders as the basic data for keeping operating cost records. Others felt that an individual crop record card would be more adaptable. Still others felt that a combination of the two records — daily work sheet and individual crop record — would give the maximum information. The crop record could be filled out in the office from the daily work sheet to bring together information on each crop.

A group or panel discussion of plant materials for south Florida concluded the Friday afternoon session and the short course. Dr. Bruce

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JULY 15, 1957

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Ledin, of the subtropical experiment station, led off with a discussion of "Fruits for the Home Landscape," in which he stressed the wide variety of fruits available to south Florida homeowners. Ray Plumm, of the Miami parks department, followed with a discussion of "The 20 Best Ornamental Plants for Landscape Use in South Florida." Robert Wilson drew on his experience in growing exotic plants in his Fantastic Garden Nursery, Miami. In discussing the use of foliage plants for developing tropical landscape effects.

UNIVERSITY OF FLORIDA

[Continued from page 13]

facilities are available for use by undergraduate and graduate students. The plots offer one of the best opportunities for studying turf in the United States and represent one of the most extensive turf programs in the southeastern states. In addition to the facilities on the main campus and the main agricultural experiment station, the facilities at the subtropical experiment station, Homestead, and the Gulf Coast experiment station, Bradenton, are available for studying ornamental problems in the specialized areas.

Department Members Listed

Of the 12 staff and faculty members of the department of ornamental horticulture, six have Ph.D. degrees and five have a master's degree. Two of the five with the master's degree are doing postgraduate study toward Ph.D. degrees. The following are members of the department:

David A. Baggett, B.S., interim instructor in ornamental horticulture. Teaching, University of Florida.

Ralph D. Dickey, M.S.A., horticulturist. Research, agricultural experiment station, University of Florida.

Jasper N. Joiner, M.Ag. (postgraduate study, Ohio State University, Columbus), assistant horticulturist. Agricultural extension, University of Florida. Devotes one-half of time to ornamental horticulture and one-half to fruit crops.

R. Bruce Ledin, Ph.D., assistant horticulturist. Research, subtropical experiment station, Homestead.

Edgar W. McElwee, Ph.D., head of department of ornamental horticulture (experiment station) and ornamental horticulturist (extension). Agricultural extension (part-time teaching and research), University of Florida.

Lorne A. McFadden, Ph.D., as-

Better Liners OF THE Better Kinds

....GOOD ROOTS

....GOOD TOPS

Eastern Shore GROWN

FORSYTHIA Beatrix Farrand

This spectacular new Forsythia, originated at Arnold Arboretum, is extremely vigorous, making a large, symmetrical bush. It has big 2-inch, deep golden-yellow flowers with striking orange markings in the throat. 2 1/4-inch pots. Spring delivery.

BERBERIS Crimson Pygmy

2 1/4-inch pots. Fall and spring delivery.

FORSYTHIA Lynwood Gold

2 1/4-inch pots. Spring delivery.

HYPERICUM Hidcote

2 1/4-inch pots. Spring delivery.

STEPHANANDRA Incisa Crispa

2 1/4-inch pots. Spring delivery.

Deciduous Liners

Delivery Fall, 1957 — Spring, 1958

CORNUS • CRATAEGUS TILIA • VIBURNUM, Etc.

Write for PRICE LIST of
NEW and BETTER SHRUBS

- J. L. LEGENDRE, Pres.
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GULF STREAM NURSERY

WACHAPREAGUE, VIRGINIA

GREENHOUSE HEATING AND CONSTRUCTION, by Harold E. Gray.
Reprinted from Florists' Review. 78 p. (1956). \$1.50.
AMERICAN NURSERYMAN, 343 S. DEARBORN ST., CHICAGO 4, ILL.

DWARF APPLE STOCKS

Malling No. IX, very dwarf
Malling No. VII, semidwarf
Above for spring delivery, \$25.00
per 100; \$200.00 per 1000; special
prices for large quantities. Write
for trade list.

RUMMEL NURSERIES
Pompton Plains 1, N. J.

FRUIT TREES

Apple, Peach, Pear,
Plum, Apricot,
Sour and Sweet Cherry

**WORLEY'S
NURSERIES**
YORK SPRINGS, PA.



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Allenore nursery



**STRAWBERRIES
EXCLUSIVELY**

Write for Prices!

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(AL AND LENORE)
EXCELSIOR, MINNESOTA



Stark Bro's
At Louisiana Mo.
Since 1816.

PEAR SEEDLINGS

Pyrus calleryana
In limited supply.

WHITEROCK NURSERIES
CROCKETT, TEX.

assistant horticulturist. Research, subtropical experiment station, Homestead.

Samuel E. McFadden, Jr., Ph.D., assistant horticulturist. Research, agricultural experiment station, Gainesville.

Gene C. Nutter, Ph.D., assistant turf technologist. Research, agricultural experiment station, University of Florida. Part-time teaching in department of agronomy.

Philip E. Parvin, M.S. (postgraduate study, University of Maryland, College Park), assistant professor of ornamental horticulture. Teaching, University of Florida. On leave of absence June 1, 1957, to June 1, 1958, for postgraduate study at Cornell University, Ithaca, N. Y.

Sylvester A. Rose, M.S., assistant ornamental horticulturist, agricultural extension, University of Florida.

Thomas J. Sheehan, Ph.D., assistant ornamental horticulturist. Research, agricultural experiment station, University of Florida.

John V. Watkins, M.S.A., professor of ornamental horticulture. Teaching, University of Florida.

Research Program

The scope of the research program on ornamentals in Florida is wide. Many projects within the program are being conducted by members of the department of ornamental horticulture, cooperating with other departments. Some are being conducted by other departments interested in ornamental problems. The following is a list of subjects and studies in progress or in the planning stage:

1. A study of the climatic, soil and cultural requirements of native and introduced ornamental plants. One study of this nature is being conducted at the main station at Gainesville and another at the subtropical station, Homestead. Test plantings at several points in the state are being planned to expand this project.

2. A study to determine the possibility of expanded markets for Florida-grown cut flowers, foliage plants and ornamentals, and to determine the economic factors in the production of these crops.

3. Studies of insects, diseases and nematodes attacking flower crops, foliage plants, ornamental plants and turf in Florida and their control. Phases of these studies are being conducted at the main station at Gainesville, at the subtropical station, Homestead, and at the Gulf Coast station, Bradenton.

4. Studies of the nutrition, breeding and culture of chrysanthemums and gladioli. Phases of these studies

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NASHVILLE
and see our
AZALEAS
AND OTHER
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Nashville 9, Tenn.

Couch Bros.
Nursery Co.
McMINNVILLE, TENN.



We Offer to the Wholesale
Trade for Fall and Spring:

5-N-1 APPLE
2-YEAR APPLE
1-YEAR APPLE
JUNE BUD PEACH
1-YEAR PEACH
PLUM AND APRICOT

A GENERAL LINE OF
ORNAMENTAL SHRUBS,
SHADES, FINISHED AND
LINING-OUT STOCK

WE SPECIALIZE IN LINING-OUT
STOCK

Convention Representatives Will Be
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Edith Melton



We Would Appreciate
Bidding on
Your Want List

ROSEBUSHES

PATENTED VARIETIES AND STANDARD VARIETIES

Bare-Root

Packaged

GROWN RIGHT: 43 years' experience in the growing of quality stock is our assurance to you of the know-how to grow quality plants. Our growing operations are mechanized and with our adequate equipment we can plant, cultivate, fertilize, dust, irrigate, etc., when these operations should be done for maximum benefit.

STORED RIGHT: Our completely refrigerated and air-conditioned cold-storage plant has capacity of upwards of three quarters of a million plants. It is one of the most modern plants in existence and enables us to dig our entire crop of rosebushes, shrubs, etc., at the proper time when plants are fully matured. Once in storage, they are kept in perfect condition for shipment at any time.

PACKED RIGHT: Our packing facilities are unexcelled. All plants are shipped in moistureproof containers, thus insuring perfect condition on arrival. Since all stock is in storage, orders do not have to be dug. Therefore, we can offer faster shipping service any time from Oct. 1 to May 15.

PACKAGED ROSEBUSHES: As developers and introducers of the Seal-Kraft patented packaging process, we are in a position to supply packaged plants better than anyone else. Perhaps your facilities are such that plants so prepared are ideally suited for your retail sales.

Write for special
quotations on
large quantities.

C. E. WILSON NURSERIES
Box 400 Jacksonville, Tex.

See
Carroll Wilson
at the convention.

are being conducted at the main station at Gainesville and at the station at Bradenton.

5. Evaluation of improvement of turf grasses for Florida, including studies on (a) fertilization and correction of minor element deficiencies, (b) date and method of planting and management studies and (c) the effect of such factors as mowing height, frequency of mowing, vertical clipping, aeration, etc., on the welfare of turf used in home grounds and recreational areas, such as golf courses.

6. A breeding project to produce new summer-flowering varieties of hibiscus—perennial and woody—for north Florida.

7. Propagation studies with various combinations of media, methods of watering, light conditions and plant materials.

8. A comparison of plastic films and methods of construction for temporary greenhouses under Florida's high light and temperature conditions.

9. A study of the effects of drainage, aeration, watering practices, potting media and fertilization on the growth and quality of woody ornamental nursery stock grown in containers and in fields.

10. A study of nutritional require-

FALL, 1957, SPECIALS

| | |
|--|--|
| Crimson King Maple, 5 to 6 ft., 6 to 8 ft. | Flowering Peach, 3 to 4 ft., 4 to 5 ft., 5 to 6 ft. |
| Norway Maple, 4 to 5 ft., 5 to 6 ft., 6 to 8 ft. | Hemlock, 36 to 36 ins., 3 to 4 ft. |
| Dwarf Red Buckeye, 6 to 12 ins., 12 to 18 ins. | Pyramidal Arborvitae, 2 to 3 ft., 3 to 4 ft. |
| Pink and White Dogwood, 3 to 8 ft. | Globe Arborvitae, 15 to 18 ins., 18 to 24 ins. |
| White Birch, 4 to 5 ft., 5 to 6 ft., 6 to 8 ft. | Pfitzer Juniper, 15 to 18 ins., 18 to 24 ins., 24 to 30 ins. |
| 5-in-1 Apple, 9/16-in. cal., 11/16-in. cal. | Sabina Juniper, 15 to 18 ins., 18 to 24 ins. |
| Flowering Crab Apple, 3 to 4 ft., 4 to 5 ft., 5 to 6 ft. | Pin Oak, 4 to 5 ft., 5 to 6 ft., 6 to 8 ft. |
| Redbud, 3 to 4 ft., 4 to 5 ft., 5 to 6 ft., 6 to 8 ft. | Red Weigela, 15 to 18 ins., 18 to 24 ins., 2 to 3 ft. |
| Moraine Locust, 5 to 6 ft., 6 to 8 ft. | Variegated Weigela, 15 to 18 ins., 18 to 24 ins. |
| Purple-leaved Plum, 3 to 4 ft., 4 to 5 ft., 5 to 6 ft. | Hall's Honeysuckle, 1, 2 and 3-yr., T. |

And Many Other Items to Select

Write for catalog.

BOYD NURSERY CO., INC. McMinnville, Tenn.

SEED CHESTNUTS

Castanea mollissima orders taken for fall, 1957, crop. 50¢ per lb. F.O.B. Trappe, Md. Lower prices for large quantities.

COMPTON FARM

c/o J. M. Aronsberg, Agent
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Taxus Junipers

B&B sizes to trucks only.

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Quality Plants Since 1841

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Nurseries
GEORGETOWN RD.
ON U.S. 22 NORTH
LEXINGTON, KY.

Specialists in PERENNIALS

SEEDS—PLANTS—BULBS

Perhaps America's largest list of unusual plant materials.

Wholesale catalog on request.

PEARCE SEED COMPANY
Dept. N, MOORESTOWN, N. J.

HOWELL NURSERIES, INC.

KNOXVILLE — SWEETWATER, TENNESSEE

AZALEAS

CONIFEROUS EVERGREENS

FLOWERING SHRUBS

LINING-OUT STOCK

BROAD-LEAVED EVERGREENS

PINK DOGWOOD

QUALITY merchandise at reasonable prices.

You are cordially invited to visit our nurseries before buying your stock for fall planting.

ments of low light intensity ornamental plants, including determination of deficiency symptoms and methods of correcting the symptoms on foliage plants, flower crops and woody ornamental plants.

11. A study to determine the effects of chemicals such as gibberellic acid, malic acid and other chemicals and photoinduction with infrared light and other light sources on the growth and production of cut flower crops.

12. A comparison of the many new orchid potting media available and the fertilization and cultural procedures required to manage these media properly.

13. A study of the effects of photoperiod and light intensity on the growth and flowering of cut flower crops and ornamental plants.

14. The selection and breeding of cut flower crops and ornamental plants for Florida conditions.

15. A study of the adaptability of varieties and management requirements for producing cut foliage of American holly, bottlebrush, loquat, ligustrum, podocarpus and other plants.

16. A study of the effects of various methods of soil sterilization and weed control on the growth of ornamental plants and subsequent effect on soils used for producing ornamental plants.

PICTURESQUE LINDENS

[Continued from page 19]

seeing specimens of both that were about this height on an old place on Long Island. They had been planted soon after the Civil War. The trees in illustrations F and G are smaller and are judged to be at least 60 years old.

Long in Cultivation

Neither of these subjects is a new tree in cultivation, since the silver linden was introduced before the



Pin Oak

PIN OAK

Quercus Palustris

Sizes 6 to 7 ft., up to 3 1/2-in. cal.

Young and Thrifty

Arborvitae, Juniper, Hemlock, Retinospora, Abelia, Barberry, Euonymus, Ilex in variety, Jasminum, Ligustrum in variety, Nandina, Osmanthus, Photinia, Pyracantha, Viburnum. etc.

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CHINESE CHESTNUT TREES

Seedlings only of the Peter Lul strain, 2-yr., br. 18 ins. to 5 ft. Also, a special selection of Nanking seedling progeny in 2-yr. trees. Your inquiries invited.

LEELAND FARMS
LEESBURG, GA.

SEEDS

Collectors of Tree, Shrub and Wild Flower Seeds

Crude Drugs and Ornamentals
E. C. MORAN, Stanford, Mont.

PLANT PROPAGATION, by Mahlstede and Haber. New techniques of propagation. 413 p. (1957) \$7.50.
American Nurseryman Chicago 4.

FOR 34 YEARS...

Profit-wise nursery and landscape men have made money with our nursery stock.

YOU CAN TOO!

Send today for our latest price list, covering B&B and container-grown stock.

ALTEX NURSERY CO.

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Visit our exhibits at the Texas convention, America's largest nursery trade show.
August 25 to 28, Hilton Hotel
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DANEGGER'S QUALITY BARBERRIES

RED-LEAVED BARBERRY

(Atropurpurea) 2-yr. seedlings

| | Per 100 | Per 1000 |
|-------------------------|---------|----------|
| Lining-out | \$ 4.50 | \$ 40.00 |
| 9 to 12 ins., branched | 9.00 | 80.00 |
| 12 to 18 ins., branched | 12.00 | 110.00 |
| 18 to 24 ins., branched | 16.00 | 140.00 |

RED-LEAVED BARBERRY

(Atropurpurea) 4-yr. transplants

Heavy Stock

| | Per 100 | Per 1000 |
|---------------|---------|----------|
| 9 to 12 ins. | \$24.00 | \$200.00 |
| 12 to 18 ins. | 28.00 | 240.00 |
| 18 to 24 ins. | 32.00 | 280.00 |
| 2 to 2½ ft. | 36.00 | 320.00 |

GREEN BARBERRY

(Thunbergi) 2-yr. seedlings

| | Per 100 | Per 1000 |
|-------------------------|---------|----------|
| Lining-out | \$3.00 | \$25.00 |
| 6 to 9 ins., branched | 3.50 | 30.00 |
| 9 to 12 ins., branched | 5.50 | 45.00 |
| 12 to 18 ins., branched | 7.00 | 60.00 |
| 18 to 24 ins., branched | 8.50 | 75.00 |

GREEN BARBERRY

(Thunbergi) 4-yr. transplants

Heavy Stock

| | Per 100 | Per 1000 |
|---------------|---------|----------|
| 9 to 12 ins. | \$20.00 | \$160.00 |
| 12 to 18 ins. | 24.00 | 200.00 |
| 18 to 24 ins. | 28.00 | 240.00 |

Our Red Barberry is one of the finest strains in the U. S. A.

We also specialize in growing field-grown roses since 1921. Our quality and prices are hard to beat. Ask for our list and order early. Come and see our general line.

DANEGGER'S HI-WAY NURSERY

With a Growing Reputation

Box 336

Milford, Del.

Revolutionary War, and the weeping linden, before the middle of the 19th century.

Tilia petiolaris is not for the small home lot, because of its pendulous habit, which does not recommend it as a shade tree. It makes a wonderful specimen for a large building, whether it be a home, a village hall or a school. It is a remarkable-looking tree, but it has to be in the right place, as does its close relative.

The lindens, including the three briefly discussed, are attractive and sturdy and possess much that makes them appealing to those who enjoy and appreciate trees.

JOHN MORROW, John Morrow Nursery Sales, Celina, O., died May 23. The business has been discontinued.

P. J. DESFOSSE, Washington, D. C., is starting a wholesale nursery, Sunderland Gardens, at Sunderland, Md., in addition to the landscape contracting business he now operates.

LITFIN'S NURSERY held a grand opening last May in its new location, 1445 South Cherokee lane, Lodi, Calif. The nursery was opened at Lodi a year ago at 734 South Central avenue.

TENNESSEE VALLEY NURSERY

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Winchester, Tenn.

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INTRODUCING "CHEROKEE CHIEF"

A new Red-Flowering Dogwood

A truly red *Cornus florida rubra* with excellent growth and outstanding foliage characteristics.

Available beginning fall, 1957.

Write for descriptive folder and price list.

other specialty items

- FLOWERING CRAB APPLE
- PINK-FLOWERING DOGWOOD
- FRUIT TREES
- FLOWERING PEACH
- ILEX ROTUNDIFOLIA
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- PFITZER JUNIPER

Write for our latest wholesale list.

Buy Quality
There's No Substitute

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CALIFORNIA ASSOCIATION OF NURSERYMEN

ELMER J. MERZ, Executive Secretary
304 MITAU BUILDING SACRAMENTO 14, CALIF.

PENINSULA CHAPTER

More than 200 members and guests of the Central, Redwood Empire, Monterey Bay and Peninsula chapters of the California Association of Nurserymen with members of the landscape Contractors' and Landscape Architects' Associations met at Rickey's, Palo Alto, as guests of the Peninsula chapter for a June meeting. The occasion was an address by Dr. Mildred Mathias, U. C. L. A. assistant professor of botany and director of the botanic garden.

Dr. Mathias chose the subject "How Plants Get Their Names." Her approach fascinated her audience, all of whom could recall instances where the botanical or scientific name of a particular variety proved its usefulness. Dr. Mathias brought out examples of confusion resulting from common names, citing the Douglas fir, famous timber tree of the west, which is also known as Oregon spruce and Oregon fir. It is really a yew-foliaged false hemlock, *Pseudotsuga taxifolia*.

Plant names existed before family names, and plant names were first classified in the third century B. C. The system was polynomial, i.e., a plant was given a string of Latin names that described the plant. This impossible situation existed until Linnaeus' time, the 18th century A. D. He changed the classification to binomial, using generic and specific names. Linnaeus had many friends and a few enemies. Hence, the plants he liked received names of his friends while undesirable plants received the names of his enemies, in Latinized form, of course. Linnaeus was the first to group plants according to the similarity of their flower parts.

Dr. Mathias told what a tremendous job confronts the world's botanists when the average number of species brought in by explorers for classification comes to 6,500 annually. It is bound to happen that a particular plant will receive several different names. When this fact is discovered, the oldest recorded name is used. California's famous sequoias first received a name in Germany; they were later described as the genus *wellingtonia* in England and

the genus *washingtonia* in the United States. Sequoia (from the name of an Indian chief) was the oldest listed name and prevails today, solving a touchy political situation at the same time.

When the United States bombers inadvertently scored a direct hit on one of the world's most complete herbariums during the war, plant classification received a setback that will take many more years to rectify. In addition to the complete Berlin herbarium, several plant collections from other parts of the world were in the same building, on loan for comparison. When a new plant is discovered, it is sent to the most complete herbarium of its type for comparison. If it is a heretofore undescribed species, it receives a new specific name.

The generic names are derived from several sources: The old common names in Latin or Greek, as

quercus (oak), *figus* (fig); from people, such as *clarkia*, *fuschia*, *lewisia*; descriptive, as in *liriodendron*, *aster*, *chrysanthemum*; aboriginal, as *sassafras*, *vanda*, *ginkgo*, and fanciful, as *phoenix* and *nymphaea*.

Specific names can be descriptive, as *alba* or *rubra*; indicate size and shape, as in *altus*, *globulus*, *compactus*; be geographical, as in *australis*, *californicus*; or named for people, as *henryi*, *delavayi* or *ecklonis*. Sometimes geographic names cannot be taken too seriously. Examples are *Salix babylonica*, which comes from China, not the Near East, and certain plants with the specific name *chinensis*, which should all come from China, but which actually include some subjects native to the Genesee valley of New York. Sometimes names of persons can be confusing. For example, *Salvia lenina* has nothing to do with Lenin intentionally—it was named after the mule who brought the botanic explorer's specimens to civilization.

President John Coulter of the Peninsula chapter introduced chapter officials seated at the speaker's table. Included were Frank Ogawa, president of the Central Chapter; Carl Schmidt, president of the Redwood Empire chapter, and Mrs. Schmidt. The speaker was introduced by

HAVE A WONDERFUL TIME AT THE A. A. N. CONVENTION

See Tommy Tomlinson at the convention and he will give you our new catalog of California-grown container stock.

LINERS GROWN ON CONTRACT

You are invited to visit our
50 acres of the finest-grown

ORNAMENTALS

Quality plants sell easier and
make more profit for you.

Write for New July, 1957, Catalog

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Maunsell Van Rensselaer, director of the Saratoga Horticultural Foundation. A special guest was George Taylor, managing partner, Burbank Seed Farms, Wyong, New South Wales, Australia. C. J. B.

NEW CHAPTER OFFICERS

At the recent meeting that resulted in formation of the new Orange County chapter of the California Association of Nurserymen, the following officers were elected to serve the group during its first year of operation: Don Speck, Crown Fertilizer Co., Norwalk, president, and B. G. Scott, Hollister Bros. Nursery, Costa Mesa, secretary.

SAN DIEGO CHAPTER

The board of directors of the San Diego chapter of the California Association of Nurserymen met at the home of Moto Asakawa June 13. Present were Charlie Dibb, president; Albert Harutunian, Jr.; Ada Perry; Walter Andersen; Moto Asakawa; Craig Smith; Ed Harrisburg; Frank Dawson; George James and Ernest F. Otto.

The treasurer's report was given by Craig Smith, substituting for Alfred F. "Frank" Antonicelli, who is spending the summer in Italy.

Mr. Harrisburg reported that it had been agreed that the association's exhibit at the county fair would not be considered for first prize, to remove it from competition with members' entries.

It was moved, seconded and passed to cancel the June dinner meeting. The secretary was instructed to send out letters asking members to indicate what they would like to do for the July meeting; a beach party, a picnic or a dinner meeting as usual.

President Dibb asked the secretary to read communications received by him. An invitation to enter a float in the Pacific Beach fiesta parade was tabled. The nomination of a candidate for the P. C. N. annual award was tabled. It was moved and passed to pay the expenses of the chapter president to the meeting of state chapter presidents called by President David L. Cunningham July 10 at Bakersfield. It was also moved and approved that this chapter would not apply for the 1959 state convention.

The July board meeting was to be held at George James' home and the August meeting will be held at Al Harutunian's.

At the May board of directors' meeting, held at the home of President Dibb, Ed Harrisburg, county fair chairman, announced the names

Constance A. Elmer Introducer of World Famous "CARROUSEL" Has Rose NEWS for '58!

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of those in charge of plant and garden displays in the various exhibit categories. Charles Dibb appointed Mr. Harrisburg courtesy chairman, with Mrs. Ernest F. Otto as his assistant. It will be the duty of this committee to send flowers or cards in the chapter's name whenever congratulations or expressions of sympathy are in order. It was moved and passed not to charge members more than \$2.75 for dinner meetings and to make up any deficits out of the treasury.

The April board of directors' meeting was called at the home of Walter Andersen. Regarding the shipment of 15 new nursery signs from the state office, it was moved and approved that a check for \$75 be sent in payment in full and that collections be paid into the treasury.

After a discussion regarding the chapter's donation to the city beautification committee's sign budget and what was felt to be a lack of satisfaction in this direction, it was moved and approved that a letter be sent to the junior chamber of commerce stating that the chapter would not participate in this activity next year.

Craig Smith reported that greater activity on water conservation will begin next month.

Mr. James spoke on current legislation of interest to the association, and the secretary was requested to send letters to the senator and assemblymen from this district along the lines suggested by the state directors' meeting in March. The group then adjourned to Mrs. Andersen's supper table. Ada Perry, Sec'y.

SAN DIEGO NOTES

Mr. and Mrs. Frederick Bernard Otto, married May 25, are at home at their Paradise Hills residence at San Diego, Calif., this summer. He is the third generation of the family to be active in the operation of George F. Otto & Son, the nursery and floral business begun at San Diego by his grandfather, George F. Otto, in 1891. His bride is the former Sheila Johnston, daughter of Mr. and Mrs. Thomas Henry Johnston. Mr. Otto works with his father, Ernest F. (a state director of the California Association of Nurserymen), with his mother and his paternal aunt at the company's big new nursery and florists' shop on National avenue.

A second-generation nurseryman, Alfred F. "Frank" Antonicelli, treasurer of the San Diego chapter, C. A. N., is spending the three summer months at Milan, Turin and

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many other cities of Italy, which he has never before seen. They were, however, well known to his father, Pasqual Antonicelli, in the years before 1914, when he was one of Italy's skilled, university-trained propagators. In 1914 the late Miss Kate Sessions, a famed woman horticulturist, persuaded Pasqual Antonicelli to come and work for her in California. Mr. Antonicelli opened the Washington Street Nursery at San Diego in 1925, in the operation of which his son, "Frank," now assists. They recently developed the Alfred Hottes echium, a pure sky-blue variety with no rose tints showing, and the Azure Blue rosemary, which has a much darker flower than the species.

Miss Sally Irene Smith is delighting her parents, Mr. and Mrs. Craig Smith, with her good behavior since her birth, April 29. Mr. Smith is one of the directors of the San Diego chapter, C. A. N., and is also serving as program chairman, chairman of the "Don't Waste Water" committee and treasurer pro tem in the absence of Alfred Antonicelli. A. P.

SAN JOAQUIN VALLEY CHAPTER

Attendance was good—58 members and guests—at the last meeting of the season of the San Joaquin chapter of the California Association of Nurserymen, June 20, at Fresno.

President Robert Moffet, A. J. Moffet & Sons, Gustine, called for the recommendations of the nominating committee, which presented the following nominees, and a unanimous ballot was cast for all:

President, Marion E. Gardner,

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OUR SPECIALITY

Flowering Cherry, Weeping and Standard
 Flowering Plum, in variety
 Flowering Crab Apple, in variety, over 20 varieties
 Flowering Peach, in variety
 Flowering Dogwood, Florida and Rubra

Maple Trees, in variety.

Birch, Cut-leaved, European White and Clump.

Tulip Tree, Globe and Idaho Locust, Catalpa speciosa.

We grow many other kinds of shade trees, flowering trees and shrubs not listed here.

Conifers

Arborvitae occidentalis pyramidalis and woodwardi.

Spruce, Colorado Blue, Blue Green, Green, Norway.

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Stribling's Nurseries, Merced; vice-president, Harold Darling, Joaquin Nursery Supply, Fresno; secretary-treasurer, Genevieve Shortt, Stribling's Nurseries, Merced; first director, Ivan Stribling, Stribling's Nurseries, Merced, and second director, Robert Moffet.

The application for affiliate membership of J. Harold Smith, of A. J. Moffet & Sons, Gustine, was approved by the membership.

General discussion arose on how directors might vote at the coming directors' meeting. Plans were made to meet September 5 at the Villa Basque restaurant, Fresno. At that time definite instructions will be formulated for the directors on anticipated legislation. Further plans to inform the members of the functions of the organization at a later date were made.

M. E. Gardner, Sec'y.

VISITORS AT ARMSTRONG'S

Recent European visitors at the Armstrong Nurseries, Ontario, Calif., were Jean Gaujard, owner of the 100-year-old Pernet-Ducher Nursery, Lyon, France, and C. W. Gregory, of Gregory & Son, Ltd., Nottingham, England, one of Britain's largest rose nurseries. David Armstrong, director of research at the California nursery, conducted the visiting growers on a tour of Armstrong's rose fields. Mr. Gaujard and Mr. Gregory, accompanied by their wives, were en route to Milwaukee, Wis., where they were to appear as featured speakers at the national meeting of the American Rose Society.

ROSE CITY O. A. N. CHAPTER

The Rose City chapter of the Oregon Association of Nurserymen was organized June 10, with a large group present at the Portland Wholesale Nursery Co., Portland. The meeting was led by Robert Snodgrass, Esch Nursery, Portland, who acted as organizing chairman. Thirty-five firms became members of the new chapter.

Pete Nuffer, Portland, chapter organization chairman, and Joe Klupenger, James Doty and Charles Potter, officers of the O. A. N., spoke concerning the organization. Messrs. Nuffer and Doty explained the constitution and bylaws to the group.

Elected as officers to serve for one year were Robert Walker, Holgate Nursery, Portland, president; Martin Holmason, Pacific Coast Nursery Co., Portland, vice-president; Lowell Cole, Oliver & Thompson Wholesale

Florist, secretary-treasurer, and Emmit Shaffer, Shaffer's Pansy Gardens; Lyle Sprague, Clinton Nursery; Earl Kelly, Kelly's Landscape Nursery, and Ed Schultz, Calorwash Nursery, all of Portland, directors.
C. H. P.

FOURTH O. A. N. CHAPTER

The fourth chapter of the Oregon Association of Nurserymen was organized June 7 at Salem, Ore. The meeting was held in the home of Wayne Weeks, Weeks Berry Nursery, chairman of the organization committee for the Salem area. The following state officers aided in the installation: President, Paul Van Allen, Portland Wholesale Nursery Co., Portland; first vice-president, Joseph Klupenger, Klupenger Nursery, Portland; second vice-president, Bob Snodgrass, Esch Nursery, Portland; trustees, James Doty, Doty & Doerner, Inc., Portland, and Peter Nuffer, Mountain View Nursery, Gresham, and executive secretary, Charles H. Potter, Milwaukie.

James Doty reviewed the suggested constitution and bylaws at the meeting, which was led by Wayne Weeks. Chosen as the name of the group was the Willamette chapter of the O. A. N. It was decided to hold six meetings a year, in alternate months. Don Doerfler, F. A. Doerfler & Son, Salem, was elected president of the chapter; Jock Bryden, Bryden's Nursery & Feed Store, Salem, became vice-president, and Martha Jane Tufts, H. L. Percy Nursery Co., Salem, was elected secretary-treasurer. Elected as directors were Wayne Weeks; Knight Percy, Knight Percy Nursery; A. Roth, Terrace Lawn Gardens, Albany, and George Settlemier, Settlemier's Nursery, Albany.
C. H. P.

OREGON NOTES

Appearing as speakers on the program for the National Men's Garden Club convention in Portland during the week of June 10 were Jan de Graaff, Oregon Bulb Farms, Troutdale; P. H. (Jock) Bryden, Bryden's Nursery & Feed Store, Salem, and Grant E. Mitsch, grower of bulbs and perennials in the Portland area.

Van Hevelingen Nursery, Portland; Gordon Wiltshire, miniature rose grower, Portland, Ore.; Peterson-Dering, rose growers, Scappoose, and Roseway Nursery, Beaverton, combined forces during Portland's rose festival week, June 10 to 16, to provide a special educational display at the rose show.

Walter Marx, Walter Marx Gar-

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Fruit Tree Seedlings, Fruit Trees
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Deciduous Shrubs and General
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Steele's 1957 Mastodon Seed will be sold only in the Originators' Pack. Any seed not in the Originators' Pack is not genuine Steele's.

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Hardy Cyclamen a specialty.

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dens, Boring, Ore., was pictured on the cover of a recent edition of the Sunday Oregonian Home and Garden magazine section. An article in the issue, "Iris at Their Best," dealt with Mr. Marx's start in the iris business 25 years ago and with the types of iris that are produced by him today.

Paul Van Allen, Portland Wholesale Nursery Co., was busy the first part of June during Portland's rose festival week as reception and hospitality chairman of the Men's Garden Club of America convention committee. The group, meeting in Portland, was expected to number around 300. Given to each of those attending the convention was a miniature rose plant supplied by Gordon Wiltshire, rose grower, of Portland. The rose plant was incased in a plastic bag for the conventioners to take home.

C. H. P.

OREGON BOARD MEETING

The board of directors of the Oregon Association of Nurserymen met June 6 at the Portland Wholesale Nursery Co., Portland, with President Paul Van Allen, Portland Wholesale Nursery Co., in charge of the meeting.

Frank G. Mackaness, Portland General Electric Co., Portland, ex-

HOLLAND-GROWN NURSERY STOCK

Rhododendrons

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Deciduous Shrubs

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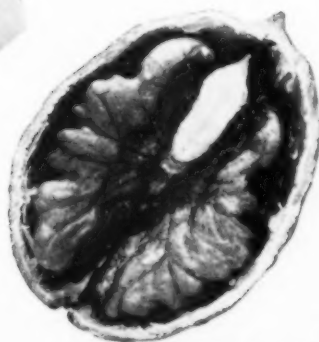
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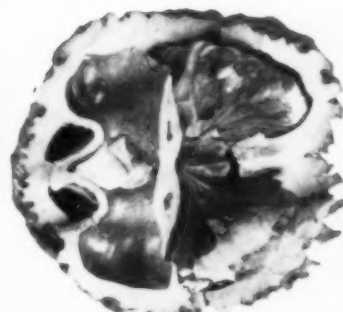
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Make sure your nursery is ready for a **PROFITABLE SEASON** with the fast-selling,

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**Your customers will ask you for
this spectacular ornamental with
the dramatic NEW COLORING**

DEPENDABLE MONEY-MAKER FOR YOU

Last year SUNBURST sold fast and made profits for nurserymen who stocked them. This year the demand created by national advertising, publicity and color folders will be greater than ever.

DEPENDABLE QUALITY FOR YOUR CUSTOMERS.

SUNBURST is easy to grow in almost any soil or location. It is a strong, hardy tree that withstands extreme weather conditions and is practically immune to disease and insects. It will make satisfied customers for you.

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Now you can get SUNBURST in large quantity and a variety of sizes from our own large stocks or from one of the following licensed growers:

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A. McGill & Son, Fairview, Ore.

Mount Arbor Nurseries, Shenandoah, Ia.

Pacific Coast Nursery, Portland, Ore.

Princeton Nurseries, Princeton, N. J.

J. Frank Schmidt & Sons, Troutdale, Ore.

Shenandoah Nurseries, Shenandoah, Ia.

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| 4 to 5 ft., 1-yr., whips | \$2.00 | \$1.75 | \$1.55 | \$1.45 |
| 5 to 6 ft., 1-yr., whips | 2.30 | 2.05 | 1.85 | 1.70 |
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| 7 to 8 ft., 1-yr., whips | 3.35 | 3.00 | 2.70 | 2.45 |
| 4 to 5 ft., 1-yr., br. | 2.60 | 2.30 | 2.05 | 1.85 |
| 5 to 6 ft., 1-yr., br. | 3.10 | 2.75 | 2.40 | 2.20 |
| 6 to 7 ft., 1-yr., br. | 3.65 | 3.25 | 2.90 | 2.65 |
| 5 to 6 ft., 2-yr., br. | 3.90 | 3.50 | 3.15 | ... |
| 6 to 7 ft., 2-yr., br. | 4.55 | 4.10 | 3.70 | ... |
| 7 to 8 ft., 2-yr., br. | 5.25 | 4.75 | 4.30 | ... |
| 8 to 10 ft., branched | 7.50 | 6.75 | ... | ... |
| 1¼ to 1½ in. cal., br. | 9.50 | 8.50 | ... | ... |
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Gleditsia triacanthos inermis. IMPERIAL® Honeylocust

COLE'S NEW IMPERIAL

*Here's why this graceful, new
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GRACEFUL, NEW FORM. With its prolific branching habit and fairly broad, uniform, compact head, IMPERIAL is the kind of tree landscapers and homeowners like. It has a mature appearance even when very young. Dainty, refined foliage with a fresh green color lasts out early and holds late.

CLEAN, EASY TO GROW. The new IMPERIAL is a clean, trouble-free tree that needs little trimming and produces no ground litter. It grows straight naturally **without staking**. It's easy to plant, grows rapidly and is widely adaptable to almost any soil or climate.

STRONG AND HARDY. One of the strongest trees known, Cole's IMPERIAL withstands extremes of heat and cold, moisture and drought. It readily survives ice, snow and windstorms and is highly resistant to insects and disease.

A SOUND PROFIT-MAKER FOR YOU. You'll find an ever-increasing demand for IMPERIAL because of its fine qualities. It's the kind of tree you can recommend to your most discriminating customers. Write us now for complete information and prices on all specialized Cole trees.

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plained the reasons for the company's publishing a new booklet entitled "The Trees on Your Street," which is described elsewhere in this issue.

Mrs. Eunice Brandt, of the Oregon state fair commission, told of the plan for an expanded nurseryman-florist section at the fair this year. She also told the board members that in the years ahead it is planned to expand the facilities for displaying horticultural specialties at the state fair.

Pete Nuffer, Mountain View Nursery, Gresham, reported on the successful chapter organization program to date, with five chapters scheduled to have completed their organization by June 10. Joe Klupenger, Klupenger Nursery, Portland, who was chairman of the recent Multnomah county spring flower show, reported that some profit from the successful event will be returned to the Oregon Association of Nurserymen and other participating organizations, including the Portland Landscape Nurserymen's Association and the Oregon Florists' Club.

A. Plant's Greenhouses & Florist, Salem, Ore., became a member of the O. A. N. by board action. The meeting closed with considerable discussion concerning the O. A. N. summer convention, which will be held September 3 to 5 at the Gearhart hotel, Gearhart, Ore. In charge of program arrangements will be Joe Klupenger.

C. H. P.

O. A. N. IN TREE PROJECT

Featured recently in the Northwest Living magazine of the Oregon Journal at Portland was a joint project in which members of the Oregon Association of Nurserymen cooperated with the Portland General Electric Co. and homeowners of Portland's Menlo Park district in planning and executing street plantings of trees in the area. A total of 225 shade trees were planted in parking strips at Menlo Park at an average rate of one to every 50 feet of house frontage. Two trees per lot were planted on streets selected for informal treatment, while as many as six to eight trees were used where landscape architects had indicated the need for such accent.

The trees were selected on the basis of rate of growth, root system characteristics, maximum mature height and aesthetic suitability. After the initiation of this project, Portland General Electric Co. officials produced a 36-page booklet, illustrated in color, entitled "The Trees on Your Street." The 8½x9½-



Gleditsia triacanthos inermis. SKYLINE® Honeylocust

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Honeylocust*

UNUSUAL, PYRAMIDAL VARIETY. Cole's new SKYLINE fills the need for a more shapely, fast-growing tree with all the fine qualities of the Honeylocust. It grows naturally into a distinctive, shapely tree with a minimum of pruning.

RICH COLOR AND TEXTURE. Foliage on the uniformly spaced branches of the new SKYLINE is dark green with a heavy, leathery texture somewhat like Mountain Ash. Leaves are larger and leaflets are more closely spaced than on the average Honeylocust, adding to the dense compact appearance of the crown.

VIGOROUS STRENGTH. Cole's new SKYLINE develops exceptionally strong trunk and crotches. It requires **no staking** and grows into a well-filled tree of rather formal appearance **without special trimming**. Like all Cole Honeylocusts the SKYLINE is widely adaptable to soil and climate and highly resistant to disease, insects and storm damage.

POPULAR, FAST-SELLING VARIETY. Even though SKYLINE is the newest of the Cole Honeylocusts it is already a profitable best-seller for nurserymen. Make sure of your supply for the coming season. We'll be glad to send you complete information and prices on Cole specialized trees.

NURSERYMEN FOR 75 YEARS

THE **COLE** NURSERY CO.
PAINESVILLE, OHIO

SHORT AGAIN ON CHERRY TREES

We are going to have only about 70,000 of those nice one-year Sweet and Sour Cherry for this fall. Also 50,000 one-year dormant Peach that are the finest we have ever grown, a few thousand two-year Apple and Pear and one-year Plum and Apricot. Need to sell a carload of Silver Maple from 6 feet up and a couple of carloads of Pink and White Dogwood from 18 to 24 ins. up to 4 to 5 ft.

Our quantity is not so large this year, but our quality is as fine as it has ever been since 1920.

If you have not been receiving our price list, it is our fault; please let us know. For special prices on small, truck or car load orders see me in Miami Beach. Call or write

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Owned and operated by Verlin C. McClain and Curtis L. McClain

inch booklet is printed on heavy enameled stock and is intended for limited distribution to responsible civic and professional groups interested in planned shade tree plantings in Oregon. Information in the publication pertains directly to climatic and botanical conditions in Portland and the lower Willamette valley. In addition to giving examples of recent street planting plans and pointing out the defects of hazardous planting, the booklet illustrates the pleasing effects that can be achieved by informal grouping of flowering, deciduous and evergreen trees in sections where conventional row planting would not be suitable.

Tree faults are discussed and illustrated, as is the problem of trees' interference with street lighting and overhead wires. A group of trees for specialized purposes and selected large, medium and small trees are illustrated in full color, and a concluding section gives basic planting and pruning principles. C. H. P.

NEW STRAWBERRIES

The United States Department of Agriculture announces that there are now 35 virus-free varieties of strawberry available to gardeners and commercial growers, 11 new varieties having been made available during the past year. The 11 varieties of which virus-free stocks have been found by U. S. D. A. plant breeders and pathologists are Earlidawn, Eden, Empire, Florida Ninety, Gem, Konvoy, Marion Bell, Redglow, Redstar, Sioux and Surecrop.

Two of these improved stocks, Redglow and Surecrop, also are resistant to red stele disease, a root rot especially troublesome in central and northeastern United States. Researchers recommend to nurserymen that to maintain plants free of virus, aphids (the insects that carry viruses from plant to plant) should be controlled by dusting every two weeks with parathion or malathion. Keeping new plantings at least 3,000 feet away from other cultivated or wild strawberries also discourages spread of virus to new plantings.

Plants of Redglow, introduced in 1956 by the U. S. D. A., are vigorous, moderately productive and produce a large number of runners. Berries of this variety are early ripening, richly colored, highly flavored and of large, uniform size. Redglow berries are satisfactory for freezing.

Surecrop, developed cooperatively by the U. S. D. A. and the Maryland agricultural experiment station, College Park, is a vigorous plant with many runners. Its berries are firm

LAWN SEED

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Old Homestead Lawn Seed

50% Kentucky Bluegrass
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15% Highland Bent Grass
10% Redtop

\$64.75 per 100 lbs. packed in 50-lb. bags.

Merion Bluegrass Mixture

(Contains 20% Merion Bluegrass and no rye.)

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20% Creeping Fescue
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10% Redtop

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Other seed mixtures from \$16.95.

Shipments sent prepaid in lots of 200 lbs. or over.

New England Seed Co.

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THREE RED RHUBARBS

Canada Red
(Chipman's Strain)
MacDonald Red
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True-to-Name.
Division-Grown.

Good No. 1 Divisions. Fall or spring delivery. Wholesale only. Write:

CHAPMAN'S BERRY FARM
East Leroy, Mich.

CHIPMAN'S CANADA RED RHUBARB

Write for Prices

KEELER'S GARDENS

Sioux Falls, S. D.

and bright red and retain good appearance for fresh fruit marketing.

Earldawn, a third new introduction, representing a Midland-Tennessee shipper cross developed by U. S. D. A. scientists, is a very early, highly productive variety, bearing firm, glossy, light red berries with a tart flavor. Characterized by short flower stems, blossoms of Earldawn are protected from frost.

BURGUNDY RASPBERRY

A new purple raspberry, Burgundy, was recently patented by Conio F., Leonard and Joseph N. Loretto, of Loretto Bros. Fruit & Nursery Farm, Brant, N. Y. The brothers believe that its high rate of production, superior flavor and hardiness should expand commercial raspberry growing in New York state. Supplies of the plant will be available in the fall.

According to Conio Loretto, Burgundy will grow in poorer soil than most other raspberry varieties require. The berries are said to be large, held upright and exposed for ease in picking, and the plants are said to have few thorns. The fruit is firm, does not drop from the bush and ships well, the patentees report. It is claimed that the plants are disease-resistant and heavy producers. They are also long-lived; one of the early plantations of the Burgundy is now 11 years old and is still producing vigorously.

The patent states: "The fruit of this new variety is of very good flavor, being sweet and subacid and of excellent eating quality and characterized particularly by its attractive Burgundy color." The Loretto add that the berries are excellent for jam and jelly.

Discovered in 1945 as a sport growing on a Plum Farmer black raspberry bush in proximity to some Webster purple raspberry bushes, the new variety was propagated asexually and plants now cover 35 of the Loretto brothers' 45 acres of growing fields.

BERT IROLA, JR., has purchased Oliver's Nursery & Floral Shop, Fresno, Calif., from George Clifford Oliver.

VIBERT NURSERY, Woodinville, Wash., is being developed by its owners, Vi and Bert Gustafson, to cover 30 acres.

MANAGEMENT of the new garden and patio shop of Wasson's Eastgate Store is in the hands of the L. Pottenger Nursery & Landscape Co., Indianapolis, Ind.

It Pays to Use



The Large Cultivated BLUEBERRY PLANTS

9 to 12 ins., 12 to 18 ins., 18 to 24 ins., 24 to 30 ins.

Well-branched, heavy-rooted, bearing-size plants.

VARIETIES: Jersey, Rancocas, Rubel, Concord, Stanley, Burlington, Atlantic, Weymouth, Dixi and Coville.

Let us quote on your requirements.

STRAWBERRY PLANTS

Grown from virus-free
foundation stock
And other small fruits.

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PEACH TREES CONTINUE IN SHORT SUPPLY

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SELECTED TYPES CHINESE CHESTNUT TREES IN SIZES FROM 6 IN. TO 6 FT.

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DWARF FRUIT TREES STANDARD

APPLE - PEAR - CHERRY - PLUM - QUINCE - PEACH

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SHRUBS AND VINES FOR AMERICAN GARDENS, by Donald Wyman. Planting guide for florists and nurserymen. \$8.00. American Nurseryman, Chicago 4, Ill.

CLASSIFIED ADS

Rate: 40 cents per line, each insertion.

Minimum order, \$4.00.

Instructions for the August 1 issue must be received by Friday, July 12.

Forms for August 15 issue will close Friday, July 26.

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HARDY AZALEAS

We have a stock of over 200,000 hardy Azaleas, from 6-in. to 3 ft. Try our Northern, outdoor-grown Azaleas and see the difference in hardiness. More compact and heavier root systems. We can supply the following varieties:

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Write for prices. All B&B.

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Middle Island, L. I., N. Y.

AZALEAS

Mollis and Ghent Azaleas in good commercial named varieties. For assortment and prices and terms of sale, see our display ad on page 47. Our 3-yr. transplanted grafts, in 12 to 15-in. are saleable, bushy and well-budded plants.

MOLLIS seedlings, TRUE TO COLOR.

3 shoots and up, 6 to 8 ins. \$0.45
3 shoots and up, 8 to 10 ins.70
4 shoots and up, 10 to 12 ins.95
4 shoots and up, 12 to 15 ins. 1.35

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Flat containing 70 plants, \$3.00 per flat. Ask for price on 50 flats or more. ALADDIN, BLAAUW'S PINK, FEDORA, HERBERT, HINO-CRIMSON, KATHLEEN, MARY ANN, OTHELLO, PALESTRINA, ROSEBUD, ZAMPA, HYBRID RHODODENDRONS, ROOTED CUTTINGS WITH LARGE FEAT BALLS, \$60.00 PER 100. ASK FOR LIST. CALL ORDERS ONLY. GERARD K. KLYN, INC., MENTOR, O. Wholesale Rose Growers and Nurserymen

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DELIVERY NOW.
Hindegiri, in flats,
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60 plants to the flat,
\$14.00 per 100, \$125.00 per 1000.
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EVERBEARING STRAWBERRY PLANTS

Irrigated; insect and disease-free.
Gem, Supercolor, Streamliner
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Victor, Mont.

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QUALITY GLADIOLI

Hand-selected mixture, all colors.
5,000 No. 1 Mixed \$15.00 per 1000
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Terms: 50 per cent down, balance c.o.d.

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COTONEASTERS

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6-in. cans \$1.00
3 ft., heavy, B&B 2.00
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24 to 30 ins., B&B, heavy 3.00
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6-in. cans 1.50
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CORNUS FLORIDA

Grown from our own seeds. Over 100,000.
10 to 12 ins. \$ 50.00 per 1000
12 to 18 ins. 75.00 per 1000
18 to 24 ins., select heavy 100.00 per 1000
24 to 30 ins., select heavy 150.00 per 1000
3 to 4 ft., B&B \$1.50 each
4 to 5 ft., B&B 2.50 each
5 to 6 ft., B&B 3.50 each
6 to 7 ft., B&B, heavy 7.50 each
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8 to 10 ft., B&B, heavy 15.00 each
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Middle Island, L. I., N. Y.

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POT-GROWN STOCK (FROM 2 1/2-IN. POTS)
Sprayed with Parathion annually. Potted
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in open lath house or outside frames. No
light, soft greenhouse-grown stock.

Each, 100 1000
Arborvitae, Am., 1-yr., 6 to 9 ins. 27c 25c
Globe woodwardi, 1-yr., 5 to 6 ins. 27c 25c
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1-yr. pots 30c 28c
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ins., 1-yr. pots 27c 25c
glauca hetzi, 1-yr., 6 to 9 ins. 27c 25c
Korean Boxwood, 1-yr., 3 ins. 22c 20c
Viburnum, leather-leaved; 2-yr.
pots, 6 to 8 ins. 30c 28c

HEAVY ROOTED CUTTINGS
From flats, growing outside in lath house.
Ready for delivery now.
These extra hardy, outside-grown cuttings
can be potted any time, spring, summer, fall.
No soft greenhouse-grown stock.

Each, 100 1000
Taxus media comp., 4 to 5 ins. 30c 28c
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Euonymus alatus comp., 4 to 5 ins. 9c 8c
Juniperus glauca hetzi, 5 ins. 13c 12c
chinensis pfitzeriana, 6 to 7 ins. 13c 12c
Arborvitae, Pyramidal, 5 to 6 ins. 13c 12c
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American, 5 to 6 ins. 13c 12c
TERMS: Packing and boxing free. 3 per
cent discount for cash with order.
Our stock guaranteed 100 per cent satisfactory
or return within 6 days for full
refund, plus full shipping charges paid.
250 plants of each variety at 1000 rate.

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Immediate delivery.
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Sargent Juniper, 5 to 8 ins. \$0.12 \$0.11
Andorra Juniper, 5 to 8 ins.10 .09 1/2
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25 per cent deposit on C.O.D. orders; 2 per
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Classified Ads Offer Maximum
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FINISHED LANDSCAPE STOCK
Hemlocks, 18 ins. to 5 ft.
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Plan to visit us this summer.
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1-yr. seedlings \$ 50.00 per 1000
2-yr. seedlings 100.00 per 1000
3-yr. transplants 250.00 per 1000
4-yr. transplants 500.00 per 1000
5-yr. transplants 1000.00 per 1000
3 ft., B&B \$ 5.00 each
4 ft., B&B 7.50 each
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We also have Scotch and Austrian Pine in
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Middle Island, L. I., N. Y.

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VINCA MINOR

(Periwinkle, hardy Myrtle)
15 to 25 canes, hand-tied clumps, extra
nice, fresh handled, \$50.00 per 1000; over
5000, \$45.00 per 1000.
Hall's Honeysuckle (halliana), 3-yr.,
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Pachysandras, 1 and 2-yr., rooted cuttings,
\$55.00 per 1000.
Euonymus coloratus, rooted cuttings, \$57.00
per 1000. Direct sun mist propagated.
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HEADQUARTERS FOR RIBBON GRASS
(Phalaris picta variegata)
Grows 2 ft. tall and spreads by root run-
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Divisions, per 100, 10c each.
1000, 8c each.
Free packing. Cash with order, please.
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Peonies, Lilies, Irises
and other plants.

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Since 1915 Scotts, Mich.

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germanica
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ORIENTAL POPPIES, page 92
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America's best source
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THE WAYSIDE GARDENS
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Good strong divisions, \$20.00 per 1000.
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HELLEBORUS NIGER
(Christmas Rose)
3-yr. transplants, blooming size.
Suitable to pot up for sales on roadside
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WHOLESALE SUPPLIERS
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HONEYSUCKLES
 Lonicera japonica halliana.
 No. 1, 3 and 4-yr., 18 to 24-in. extra-heavy
 3 to 6 leads, \$40.00 per 1000; lighter grade,
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 Good plants, \$20.00 per 1000.
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 cover. True stock. Well rooted plants, 8 to
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STRAFORD GARDENS
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 2 1/2-in. pots, 1-yr.-old.
 \$150.00 per 1000.
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MEYER Z-52 ZOYSIA LAWN GRASS
 in economical, easy-to-keep turf form.
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 Makes a beautiful, dense turf that chokes out
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 State Inspected.
 Producers of Meyer Z-52 Zoysia.
 50-ply flats available for profitable
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Start Your Offer Now
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 Andorra Juniper, 6 to 10 ins., \$0.06
 bare-root
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 bare-root
 Spreading Jap. Yew, 6 to 8-in. bands, .20
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 Forsythia Lynwood Gold, 6 to 10 ins., .06
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 Euonymus coloratus, 8 to 10 ins., .03 1/2
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 Less than 300 total order, add 2c more per
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 The best is always a bargain. Our liners
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 FROM SAND
 CUSPIDATA \$ 9.00 \$80.00
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 NO SHIPPING

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| browni | 17.50 | 150.00 |
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| retundifolia | 10.00 | 80.00 |
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| helleri | 10.00 | 80.00 |
| Taxus andersoni | 11.00 | 100.00 |
| cuspidata | 10.00 | 80.00 |
| hicksii | 10.00 | 80.00 |
| browni | 11.00 | 100.00 |
| wardi | 11.00 | 100.00 |
| brevifolia | 15.00 | 125.00 |
| capitata, leaders | 15.00 | 125.00 |
| intermedia | 11.00 | 100.00 |
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| | Per 100 | Per 1000 |
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| 2-yr. | 6.00 | 60.00 |
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| pungens, 3-yr. | 5.00 | 40.00 |
| Pinus austr., 2-yr. | 7.00 | 60.00 |
| densiflora, 2-yr. | 5.00 | 50.00 |
| mughus, 2-yr. | 5.00 | 50.00 |
| resinosa, 2-yr. | 6.00 | 60.00 |
| syvestris, 2-yr. | 3.00 | 25.00 |
| strobus, 2-yr. | 4.50 | 40.00 |
| Syringa vulgaris, 2-yr. | 4.00 | 30.00 |
| Taxus capitata, 1-yr., S. | 5.00 | 40.00 |
| transplanted, 1-yr., S. | 6.00 | 50.00 |
| 2-yr., S. | 10.00 | 90.00 |
| transplanted, 2-yr. | 10.00 | 90.00 |
| Tsuga canadensis, 2-yr. | 9.00 | 80.00 |
| transplanted, 4 to 6 ins. | 16.00 | 150.00 |
| 3-yr., transpl., 6 to 9 ins. | 16.00 | 150.00 |
| Viburnum wrightii, 1-yr., S. | 10.00 | 90.00 |
| theiferum, 1-yr., S. | 10.00 | 90.00 |

| | Per 100 | Per 1000 |
|---------------------------|----------|----------|
| Acer polymorphum atrop. | \$ 75.00 | 750.00 |
| dissectum atrop. | 75.00 | 750.00 |
| Abies nobilis glauca | 100.00 | 1000.00 |
| pinus glauca | 100.00 | 1000.00 |
| Carpinus fastigiata | 60.00 | 600.00 |
| Cornus florida rubra | 50.00 | 500.00 |
| florida rubra Prosser | 65.00 | 650.00 |
| florida fl. plena | 60.00 | 600.00 |
| florida welchii var. | 65.00 | 650.00 |
| florida fl. pendula | 60.00 | 600.00 |
| Famamelia mollis | 50.00 | 500.00 |
| Fagus sylvatica rivularis | 60.00 | 600.00 |
| sylvatica heterophylla | 60.00 | 600.00 |
| sylvatica pendula | 60.00 | 600.00 |
| sylvatica fastigiata | 60.00 | 600.00 |
| sylvatica tricolor | 75.00 | 750.00 |
| Picea moerheimi | 100.00 | 1000.00 |
| Magnolia lenui | 75.00 | 750.00 |
| stellata | 75.00 | 750.00 |
| stellata rubra | 75.00 | 750.00 |
| stellata Waterlily | 75.00 | 750.00 |
| parviflora | 75.00 | 750.00 |
| Pinus strobus nana | 60.00 | 600.00 |
| strobus pendula | 60.00 | 600.00 |
| parviflora glauca | 60.00 | 600.00 |
| wateriana glauca | 60.00 | 600.00 |
| tanyosho | 60.00 | 600.00 |
| Retinospora obt. crispis | 50.00 | 500.00 |
| obt. gracilis | 50.00 | 500.00 |
| Viburnum carlesii | 50.00 | 500.00 |
| burkwoodii | 50.00 | 500.00 |

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BARE-ROOT, SALABLE STOCK
 Acer polymorphum atrop., Per 100 \$300.00
 12 to 15 ins. 400.00
 16 to 18 ins. 250.00
 Franklinia alatamaha, 2 to 3 ft. 250.00
 Viburnum theiferum, 18 to 24 ins. 60.00
 Complete wholesale list on request.
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Surplus Stock
 can be easily and quickly turned into
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 by listing it in the
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MAGNOLIA GRANDIFLORA
 2 1/4-in. pots, potted last spring, 4 to 8 ins.
 high, \$15.00 per 100. Shipped in clay pots
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 ested in outstanding specimen trees. Cash
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 Straight trunks. Fine heads. Very fibrous
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 6 to 8 ft. 10-49 50-250
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 9 to 11 ft. 1 1/4 to 1 1/2-in. 6.00 5.00
 10 to 12 ft. 1 1/2 to 1 3/4-in. 8.80 7.00
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RUBRUM AND SACCHARINUM,
 from whipps to 4-in. caliper.
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 1-year-old, large frame-grown plants.
 Satisfaction guaranteed.
 Large quantity.
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4 ft., 1/2 to 3/4-in. dia., 500 per bale....\$22.50
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All above, \$6.50 per 25-lb. bag.
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Width available up to 20 ft. Write for our low prices on quantity orders.

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OVERSEAS VISITORS

Twenty nurserymen from Europe and South America visited the Bosley Nursery, Mentor, O., and the Wayside Gardens and Cole Nursery Co., Painesville, en route to Niagara Falls and New York state nurseries during the week of June 10. The majority of the visitors were from various parts of Germany, including Hamburg, Holstein, Koblenz, Wiesbaden and upper Bavaria, with one member of the tour from Vienna, Austria; one from Switzerland, and two from Buenos Aires, Argentina. This was the second annual tour of United States and Canadian nurseries sponsored by the "German Gardeners' Exchange" (a magazine for commercial florists) for nurserymen, ornamental plant and landscape growers, seedsmen and dealers, as well as other members of the trade.

Gerhard Klette, editor of the "Deutsche Gaertnerboerse," Aachen, Germany, conductor of the tour, was in charge of the program for seedsmen and ornamental plant growers. The part of the tour of special interest to nurserymen and landscape growers was planned by Gerd Krueßmann, curator of the Dortmund Botanic Garden and secretary of the International Dendrological Union.

Itinerary

Visits to many of the larger nurseries and seed houses, as well as greenhouse operators, were included on the itinerary. The group left Duesseldorf, Germany, June 4 and had visited Chicago and environs; the Morton Arboretum, Lisle, Ill., and Toledo and Cleveland, O. After visiting Niagara Falls and making a side trip to several nurseries in Ontario, the party planned to continue to Dansville, Newark, Ithaca and New York city, N. Y.; Rutherford, N. J.; Philadelphia and West Grove, Pa.; Washington, D. C., and Beltsville, Md., returning to Germany June 27. A supplemental tour to Louisiana and Florida could be taken to extend the trip to July 2.

It was the plan of the group to observe the newest methods utilized by American nurserymen in the growing, propagation, handling, packing and shipping of plants and nursery stock, in field culture as well as in greenhouses and coldframes. Of special interest were the equipment and machinery used by growers in this country.

Methods Compared

At the Wayside Gardens the group inspected the greenhouses, coldframe area, freezer storage and packing



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TA20A



TA28B

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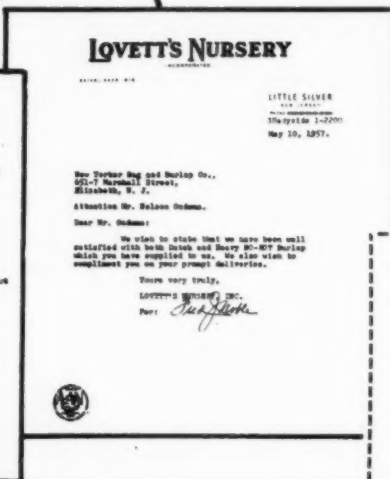
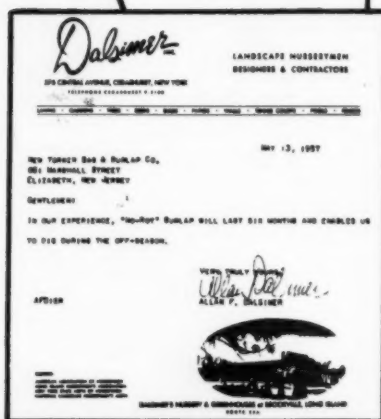
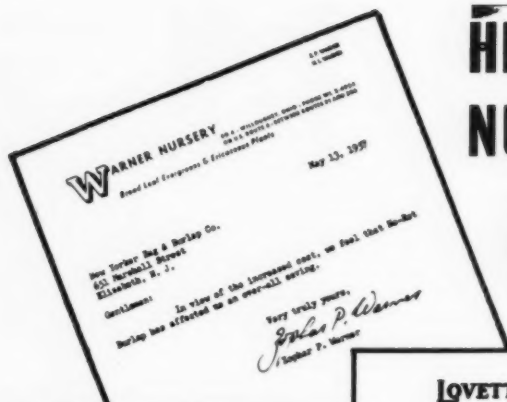
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houses, as well as nursery fields. Helmut Pawski and Miss Marie Brandstaetter guided the group on their tour of Wayside Gardens. The extensive mechanical equipment, such as planters, tree diggers and movers used in that firm's nursery fields, and the mist propagation house of the Cole Nursery Co. held the interest of the visitors. Hollies, rhododendrons, azaleas and roses were of special interest at the Bosley Nursery Co. There they had an opportunity to compare methods of handling azalea and rhododendron liners in use in this country with European methods. A field of about 5,000 rhododendrons was being planted, and the visitors observed the spacing of the rows and the plants. They were interested in learning how often this material is transplanted before reaching salable size, the various grades of finished stock offered and the growth attained in a season. Production costs were also discussed. New rose varieties being introduced by Bosley's were seen in the trial gardens.

At the termination of their stay in Lake county, the visitors were guests at a picnic given by Miss Brandstaetter at the home of her parents.

Mrs. Marlies Younger, Wilmington, Del., who had graduated from a

NURSERICANS...

The Modern Steel Container
 (trade designated as one, two and three-gallon sizes.)

THE LERIO CORP.

MOBILE 6, ALA. VALDOSTA, GA.

Quick control of Damping-Off

New soil drench protects seedlings and transplants from damping-off. Quick, economical, easy to use in greenhouse or outside.

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 Ask your Distributor

SEEDS OF ALL TYPES

Write for free catalog.

HERBST BROTHERS SEEDSMAN, INC.

678 Broadway New York 12, N. Y.

horticultural college in Germany, accompanied the group as technical interpreter. M. B.

HISTORY OF F. N. G. A.

[Continued from page 10]

mined for each member firm on the basis of its facilities, according to a fixed schedule. One unit is assigned for each 2,500 square feet of glass, for each 5,000 square feet of retail salesyard, for each half acre of flat

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or container stock, for each acre of open nursery, for each acre of sod and for each piece of heavy equipment (4-wheeled vehicle). A fraction over one of the given acreage figures is considered another unit. The member is assessed \$2.50 for each unit. The minimum annual dues are \$12.50, and the maximum,



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THE FINEST WHITE HYBRID TEA ROSE EVER CREATED!**

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from bud to bursting bloom . . .



Growing areas in East Texas, Northern and Southern California and Arizona

Growing and budding contracts invited. Submit your want list for special quotations . . . better yet, come to Tyler and visit with us.

NEW YORKER
Pat. No. 823

We are equipped to serve you . . .

7,000,000 rose bushes budded annually.
Patented and standard varieties available.
110,000 square feet of warehouse and storage space with trackage. Over 750,000 cubic feet of refrigerated storage space with over 4,000,000 bush capacity.
A fleet of refrigerated trucks.

Attending convention:

Jim Lauden
Ed Tedder
Chuck Drago

"Aristocrats" by

CONSOLIDATED

NURSERIES, INC.

GENERAL OFFICES: Tyler, Texas



AMERICA'S MOST PROGRESSIVE NURSERY



Ayer-Line's ORIGINAL CAN TOOLS ARE PROVED *Best-by-Nursery Test*.
31,000 UNITS SOLD TO DATE BY THESE *Authorized* JOBBERS AND THEIR DEALERS.



**Handy-Man
Multiple
Can Punch**

Cuts four clean drainage holes at once and at very bottom of can's sides. Adjustable from quart to 5-gal. cans.



**Handy-Man
Gripzit**

Grips one can or two; will carry two 5-gal. cans—if you will! Speeds replacement of sold items.

The
Nursery-famous
Four!

Ayer-Line
Originals



16-in. Model



29-in. Model

Two Redhead Can Shears


Use 29-in. model for fast nursery work. There's nothing to match this tool in durability and safety. Order 16-in. model for home gardeners, maintenance gardeners. Sells on sight. Good also on your delivery trucks.

MOST JOBBERS NAMED ON MAP CARRY ALL FOUR OF THESE CAN TOOLS. KEEP MAP FOR FUTURE REFERENCE

Use your jobber's services to order or reorder. He always has stock to fill your orders for one unit or three dozen. He will NOT substitute imitations. He saves freight on large quantities, sharing this saving with you. His job, as ours, is to help YOU cut production and sales costs with *Ayer-Line* Can Tools. **Ask Him!**

Ayer-Line INDUSTRIES, INC.

709 Jones St., BERKELEY 10, CALIF.

Look for this *Handy-Man* symbol on our labels; it guarantees satisfaction. 
 Send for catalog on other items: Nursery Shopping Carts, Hand Trucks, Dual-Wheeled Barrows



\$200. One person from each firm, corporation or entity located in Florida is entitled to active membership, with voting rights.

The system of yearly premiums for active members was approved unanimously by the membership and has proved outstandingly satisfactory for the successful operation of the organization.

A classification of allied member includes any person whose business is allied to horticulture but who is

not engaged in the nursery business as such. Allied members have all of the privileges of the association except those of voting or holding office. Their dues are \$25 per year.

A classification of associate member includes any person professionally engaged in the nursery or plant industry outside the state of Florida and is open to the employees of regular and allied members. Associate members may not vote or hold office. Their dues are \$5 per year.

The F. N. G. A., since its origination in 1952, has grown in only five years from a membership of 113 to nearly 900, establishing itself as the second largest state nurserymen's association in the nation. This tremendous progress has been not only in numbers, but in accomplishments as well.

James F. Griffin, Jr., Key Biscayne, Fla., was engaged as full-time executive secretary in February, 1953, to coordinate and manage the affairs

WANTED and FOR SALE ADS

Help and Situation Wanted and For Sale Advertisements

Display: \$4.50 per inch, each insertion.

Liners: 40¢ line; minimum order \$4.00.

HELP WANTED

GARDEN CENTER MANAGER

Young man, 25 to 40, to manage high-quality garden center in Baltimore county, just north of the city line. Must have sales ability, be capable of handling men and able to furnish good references. Please write, giving full particulars as to age, education, experience, salary expected, etc. All replies will be held confidential. Reply to Box 409, care of American Nurseryman.

HELP WANTED

LANDSCAPE SALESMAN

We need a man qualified in design, drawing plans, etc., to call on our customers. Salary until established, then commission.

We are located in Kentucky, have a good sales area, 400 acres of nursery stock, and have been in business over 100 years. If interested write, giving your past experiences and references of former employer.

Reply to Box 400, care of American Nurseryman.

HELP WANTED

An expanding wholesale and retail nursery in Connecticut needs an aggressive supervisor with sales experience. Also two foremen. Permanent positions, good salary, plus bonus and holiday payments. Write giving age, experience and all pertinent information in the first letter. All replies will be kept strictly confidential. Write Box 403, care of American Nurseryman.

HELP WANTED

Man to supervise shipping department of mail-order nursery operation. Must have knowledge of plants for determining quality and condition. Plant production knowledge not necessary. Good on details and must be able to work well with other people as supervisor. Recent horticulture graduate considered. Excellent future with rapidly growing Illinois company. Write giving full particulars, care of Box 411, American Nurseryman.

HELP WANTED

SALESMAN

To call on trade in New York, Pennsylvania and New Jersey for large, old-established and well-known midwestern wholesale nursery. A complete line of nursery stock and many regular customers in the territory. An excellent opportunity for a qualified man. Write giving full particulars about self and send small photo. All replies held confidential. Write Box 383, care of American Nurseryman.

HELP WANTED

Two experienced men in the landscape nursery field. Must have background in preparing estimates and selling to builders, architects, contractors and to larger individual homeowners. One of the oldest and finest firms in the Philadelphia area. Write to Box 402, care of American Nurseryman.

BUSINESS OPPORTUNITY

LANDSCAPE BUSINESS

Work with landscape business this year and lease or own the business after this year. Clientele is finest in area of 100,000. Operation has been conducted on basis of quality plants and merchandise, good service and honest endeavor and it must be continued so. Trucks, tractors, servicing equipment and merchandise are part of business. Owner is golf course architect and must sell in order to devote full time to golf course design. For information write:

ROWLAND ARMACOST
Stonehouse Rd. Hinsdale, Mass.

HELP WANTED

Gardener, married, for private estate in the Pittsburgh area. Apartment for two. Licensed to drive, take care of small greenhouse, raising annuals, etc., for own use. Must have some knowledge of the care and maintenance of lawns, evergreens and shrub plantings. Salary \$300.00 per month. Please give employment record for the last ten years. Write Box 410, care of the American Nurseryman.

SITUATION WANTED

Having sold nursery, young man wishes to become affiliated with wholesale or retail nursery in sales capacity in midwest territory. Has good general business background in sales and management. Reply to Box 412, care of American Nurseryman.

HELP WANTED

SALESMAN

Expanding wholesale nursery needs aggressive representative. Write giving age, experience and all pertinent information in first letter. All replies will be kept strictly confidential. Write Box 348, care of American Nurseryman.

HELP WANTED

SALESMAN

Representative now calling on nursery and florists' trade. To sell wholesale nursery supplies. Liberal commissions, repeat sales.

AMERICAN-DUTCH
TRADING CO., INC.
47 Coddling St. Providence 9, R. I.

WANTED TO BUY

Garden center in midwest on at least one acre. Must be near good sized town. Send replies to Box 413, care of American Nurseryman.

FOR SALE

One of the finest nurseries in the central part of Pennsylvania, located three miles south of Hollidaysburg, Blair Co. Doing an outstanding business but due to health will sell at very attractive low price. Write or call:

L. WILLIAM BORLAND
424 Allegheny St. Hollidaysburg, Pa.
Phone 5-4424

FOR SALE

Fast-growing garden center and nursery in heart of southern Michigan lake area. No competition in this area. 7 acres with 50-ft. frontage on busy U. S. 112. 6-room house, garage, bath house, new salesroom, large parking area, 2 large work and storage sheds, good cold-frame, truck, tractor and small tools. Stock includes potted and B&B shrubs and evergreens, fertilizers and allied items. Ground planted to shrubs, evergreens, perennials, strawberries, raspberries, asparagus besides annual crops. Floral shop could be developed. No seasonal slump as business progresses from spring plant sales to fruit, berries, etc. Price \$28,500. Failing health reason for selling.

SUNDSTROM'S GARDEN CENTER
1/2 mile west of Quincy on U. S. 112
Quincy, Mich.

FOR SALE

Follow the crowds to southern California. Once in a lifetime chance to acquire a thriving retail nursery in one of southern California's finest suburbs. Business includes a modern garden shop, greenhouse, retail nursery and landscape operation. Clean, attractive location and inventory; gross sales over \$100,000 in 1956—yielded a handsome net profit. Sale for health reasons only. Business, inventory, trucks and equipment priced at \$35,000. Attractive long-term lease on premises. Reply to Box 394, care of American Nurseryman.

FOR SALE

Established wholesale greenhouse operation located in southwest, in heart of area serving direct more than 5,000,000 people. Ideal year-around growing conditions. Land, buildings, stock and equipment will inventory 50 per cent more than sales price. Permanent personnel. Low overhead. More than 30,000 square feet of greenhouse space, well stocked with growing plants and stock plants. Established customers. High profits. Good housing facilities. Can operate with absentee ownership. Excellent investment. Write to Box 408, care of American Nurseryman.

FOR SALE

Established nursery, general garden supply store and landscaping business. Complete equipment and tools, including two trucks, power mowers, etc. Also perennials, annuals, trees and shrubs. 625 ft. of road frontage in the Bay Shore-Isleip, Suffolk Co., Long Island, N. Y. area. Greenhouse and modern 7-room dwelling on property. Must sell due to ill health. For particulars, write to CARLETON E. BREWSTER, 88 W. Main St., Bay Shore, N. Y.

FOR SALE

Established nursery in southeastern Wisconsin. Complete line of power equipment. Modern 6-room dwelling and bath, with oil heat. 2 new Lord & Burnham greenhouses and storage buildings. Write Box 497, care of American Nurseryman.

FOR SALE

Used complete greenhouses. Used greenhouse materials, glass, pipe, valves, etc. Greenhouses bought for wrecking.

SEABOARD GENERAL SUPPLY CO.
Elizabeth 4-9041 Waverly 6-0404
1080 Magnolia Ave. Elizabeth, N. J.

FOR SALE—Businesses may be offered for sale by use of a want ad liner such as this. Cost: 40¢ per line (minimum order \$4.00). Your ad will be seen by more than 9900 American Nurseryman readers.

JULY 15, 1957

125

of the association. Prior to this time, Gervin W. Pringle served as secretary and coordinator, utilizing the facilities of his office.

Chapter Plan

An original division of the F. N. G. A. into groups representing five districts over the state, under the leadership of five vice-presidents, proved unwieldy; therefore a chapter plan was put into operation. These various chapters hold monthly meetings, thereby providing a medium for educational, business and social activities for the area members. Each chapter elects a representative, who serves as a member of the F. N. G. A. board of directors, along with a president, vice-president, secretary-treasurer and other directors necessary for guiding the chapter through its administrative affairs.

The established F. N. G. A. chapters, with the membership of each and the counties each represents, are as follows:

Manasota chapter, with 50 members, the first chapter, Manatee and Sarasota counties.

Tampa Bay chapter, with 59 members, Hillsborough county.

Pinellas County chapter, with 40 members, Pinellas county.

Northeast Florida chapter, with 74 members, Duval, Baker, Nassau, Clay and St. Johns counties.

Dade County chapter, with 157 members, the largest, Dade county.

Martin County chapter, with 16 members, made up predominantly of chrysanthemum growers, Martin county.

Palm Beach County chapter, with 70 members, Palm Beach county.

Broward County chapter, with 88 members, Broward county.

Lake Region chapter, with 53 members, Polk, Highlands and Hardee counties.

Central Florida chapter, with 102 members, Lake, Orange and Seminole counties.

The newest chapter, the Central East Coast chapter, received its charter at the annual business meeting this year.

There are 85 nonchapter members and 70 members out of state.

Division of the association into chapters has provided an excellent method of uniting the nurserymen from the various sections of such a large state to solve mutual problems and correct undesirable conditions.

Board of Directors

The F. N. G. A. board of directors is composed of the association's officers, the chapter representatives and



PREMIER'S PLASTIC LINE

LOOKS better

The finest sphagnum peat moss in clean, colorful, eye-catching packages—weather-proof, rot-proof, no spillage.

SELLS better

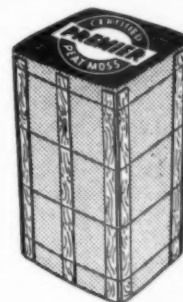
The outstanding merchandising packaged line for nurseries—easy to display, sell, deliver.

PROFITS are better

Sell the Premier Plastic Line—the PROFIT line in peat moss—for a bigger volume at a high markup.

Sell SOIL X-PEDITER — the ready-to-use, free-flowing sphagnum peat in bags—8 sizes, 2½ to 100 lbs.—plastic protected.

Any combination can be shipped in one car



Best results make PREMIER the best seller to nurseries

More nurseries use Premier Peat Moss than any other brand — for soil conditioning, mulching, transplanting, seedbeds and lining out — because it gives them better results. Available in big value bales for every need, from Canada and Europe.

Send for prices and details

PREMIER PEAT MOSS CORP., 535 FIFTH AVENUE, NEW YORK 17, N. Y.

Visit the PREMIER Exhibit—BOOTH 10
A. A. N. Convention—Miami Beach—July 20 to 25

WATCO MISTING SYSTEMS

Used by the leading growers of the country



¼-in. 4W Wide-Angle MISTING NOZZLE
\$2.95 each

**INSURE HEALTHY
ROOTED CUTTINGS —
FASTER
AT LOWEST COSTS**

INTERMITTENT SYSTEMS

FOR ALL CROPS

WATCO



Complete Clock-Timer and full ½-inch solenoid-wired, ready to hang up.

\$65.00

NOZZLES — TIMERS — SOLENOIDS — STRAINERS — ACCESSORIES
LAYOUTS SUPPLIED FREE — SEND FOR BULLETIN No. 30

AL SAFFER, Horticultural Supplies, 130 W. 98th St. New York 1, N. Y.
ORegon 5-2248

(Advertisement)

Now Available INSURANCE FOR LINERS

Often one's best laid plans are shattered by later unexpected events. As nurserymen, whose business and welfare depend so much on changes in weather, we know only too well that this is true. Lining-out stock, which already represents a sizable investment, is especially vulnerable to adverse weather changes until new roots are established.

BASIC PRINCIPLE ESTABLISHED

Hoping to reduce these losses, some agricultural schools tried many devices to protect plant liners. At Michigan State University it was demonstrated that a plastic spray coating over the leaves provided just such protection. Even in one of the first tests, which utilized large evergreens, the treated plants survived and the untreated ones died. Subsequent applications by thousands of horticulturists proved the effectiveness of such coatings.

RECENT DEVELOPMENTS

With the basic principle established, the raw test material was further refined and tailored to make it safe and effective for all plants. After five years of development it has been made safe for all plants except certain annuals and succulent perennials. Depending on the health of the plant, certain varieties of *Malus*, *Crataegus* and *Magnolia* may exhibit some defoliation, but this is not detrimental to the plant.

This improved plastic spray is now offered world-wide under the trade name of Wilt-Pruf. It has reportedly already saved millions of plants and has also permitted all-year-round planting with safety.

CAUTION URGED

The manufacturer, Nursery Specialty Products, Inc., Croton Falls, N. Y., emphasizes that to avoid clogging the Wilt-Pruf should be carefully washed from sprayers after the application. But should clogging occur, an effective solvent is available.

It is also important not to use frozen Wilt-Pruf. Wilt-Pruf has a storage life of more than two years if not frozen, but freezing will cause the plastic particles to change character and settle out. The surface liquid on frozen Wilt-Pruf may be harmful to plants.

six directors at large who represent members not within a chapter area.

The F. N. G. A. board meets at 90-day intervals or more frequently, if the necessity arises. The board guides the activities of the executive secretary.

The association is endeavoring to provide a central clearinghouse for the solution of horticultural problems, as well as other problems pertaining to the nursery industry; establish a standard system of grading for tropical and subtropical material, to protect customers; collaborate with colleges in horticultural research; promote state and national legislation favorable to both nurserymen and the public; educate the public in the value and the benefits of nursery products; encourage the use of decorative foliage plants both indoors and out, and promote chrysanthemums as cut flowers over the nation.

Two major meetings of the F. N. G. A. are held each year—a convention in the spring and a trade show in the fall, usually in October. The convention handles the main yearly business of the association and is an extremely valuable time to make contacts and renew friendships.

Trade Show

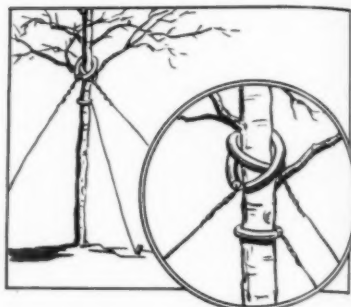
The trade show, an event which was started about 1946, provides an outstanding opportunity for disposal of surplus stock by members and, in addition, is a place to locate and price the plant materials needed for the coming season. The F. N. G. A. members exhibit their plants in booths on the premises of the headquarters hotel, providing a spectacular display for all attending. The public, at certain periods, is allowed to see the display; thus an enormous desire and enthusiasm for plant materials and services provided by nurserymen are created.

The annual souvenir directory, with a complete listing of the membership, all advertisers and other pertinent information, is provided the membership at this time.

A news-letter is published monthly, to keep the membership posted on latest developments and happenings within the industry and other items of importance to nurserymen. The news-letter also provides valuable suggestions and information to the members on legislature, taxes, social security and many other related problems.

Accomplishments

The Florida Nurserymen and Growers Association has been instrumental in maintaining the status of



WHY USE UNSIGHTLY RUBBER HOSE?

BUY — • Clear
• Flexible
• Transparent

PLASTIC TUBING

for tree protection when using guy wires.

TWO SIZES:

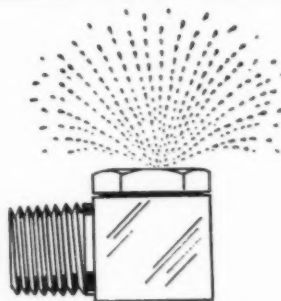
¾-in. inside diameter
100-ft. coils, \$2.00 per coil.

¾-in. inside diameter
100-ft. coils, \$6.00 per coil.

Immediate shipment. Send check with order, adding postage, 50c.

INDUSTRIAL PLASTICS CORP.

Elkhart, Ind.



Pictured above is the Monarch fig. 629 nozzle, ¼-in. male pipe thread, 7 G.P.M. with which a complete propagation system can be erected for less than \$300.00. Inquire for detailed plans.

Trial Order

| | |
|---|---------|
| 5 nozzles, postpaid | \$ 5.00 |
| 12 nozzles, postpaid | 11.00 |
| 100 nozzles, postpaid | 80.00 |
| Tork 24-hour on/off clock, ppd.. | 10.95 |
| Tork cycling clock, 1-minute adjustment | 23.95 |
| Solenoid valve, 110v ¾-in. full port | 23.00 |

Check with order, please—
satisfaction guaranteed.

Mist-O-Gation, Inc.

Dept. A

R. D. 2

Middletown, Del.

BOOK AUTUMN ORDERS

USE BIG AUGUST 15 ISSUE

IF YOU did not get your stock list made up in time to advertise it in the A. A. N. Pre-Convention Special Number of July 15, you will have another excellent opportunity to secure orders by an advertisement in the August 15 issue, which will carry the complete report of the Miami Beach convention.

From space already reserved, that will be a big — and most interesting issue — so send your advertising copy early.

A. A. N. Convention Report Number

August 15

Forms Will Close July 26

9,800 PAID SUBSCRIBERS — ALL WHOLESALE TRADE BUYERS

AMERICAN NURSERYMAN

343 So. Dearborn St., Chicago 4, Ill.



BARTLETT TOOLS FOR BETTER, EASIER PRUNING

Bartlett has a pole tree trimmer for every requirement. Illustrated is the 1-R, with compound lever action head and hand level pull which alleviates strain and gives great ease of cutting limbs up to 1 1/2 ins. Ideal for heavy work. 6 to 16-ft. pole lengths.

Price, \$14.35 to \$18.10
Also available with rope pull (No. 1-W)
\$15.45 to \$19.50



No. 44 POLE SAW

For limbs too large for trimmers, this pole saw is the answer. Rugged 16-in. peg tooth curved blade, 7 teeth per inch, with hook for hanging. Adjustable head, rectangular pole in 4, 6, 8, 10, 12, 14 and 16-ft. lengths.

Price, \$12.00 to \$15.70.



No. 777 Two-Hand Pruner

Designed especially for right-handed operators. Blade and hook of hardened drop forged crucible tool steel. Positive draw cut. Over-all length 21 1/2 ins. Price, \$7.50.



No. 999 Hand Pruner

For lighter work. Blades stamped from crucible tool steel; handles and hook drop forged. Adjusting nut keeps shear at right tension. 9 ins. over-all. Price, \$6.55.



No. 114 Rapid Cut Hand Saw

Combines quick, smooth cutting and easy operation. Every third tooth is raker and deep gullets allow for quick clearance. 26-in. blade. Price, \$9.20.

Prices listed delivered in U.S.A.

Write Dept. 58 for Catalog No. 37 illustrating all Bartlett tools and supplies.

BARTLETT MFG CO.

3003 E. Grand Blvd. Detroit 2, Mich.

farmer for Florida nurserymen, which has provided numerous concessions, most important of which are sales tax exemptions on many items related to agriculture.

The F. N. G. A. was directly responsible for the appropriation by the state legislature of \$75,000 for the hiring of two ornamental plant specialists, who are working directly with the commercial nurserymen of Florida, and one person who devotes half time to problems with ornamentals.

A campaign to encourage the reduction of express rates on plant material shipped out of the state, which was outstandingly successful, was spearheaded by the association.

The association has cooperated successfully with many concerns on equipment research, thereby providing improved new tools beneficial to the industry. The F. N. G. A. has worked diligently with federal authorities to impose import quarantines that have been important in preventing the introduction of new insects and diseases.

The frequent and congenial meetings of the nurserymen have set an all-time high for improved industry relations; close cooperation with the state plant board and the University of Florida has benefited all three groups outstandingly, and as a member of the Florida Agricultural Council, the F. N. G. A. is allied with the strongest agricultural interests of the state.

The F. N. G. A. has been instrumental in obtaining a legislative appropriation of \$75,000 for further research, experimentation and extension work in ornamental horticultural lines directed specifically to the commercial growers of Florida.

The F. N. G. A. cooperated with the Florida Agricultural Council in its successful effort toward the appropriation of \$1,800,000 by the Florida legislature to combat the burrowing nematode, the depredations of which are working such extreme hardship on the industry.

The F. N. G. A. was directly responsible, in its work with the state plant board and the United States Department of Agriculture, for the establishment of quarantine regulations on nursery stock, thereby preventing a state-wide embargo of the nursery industry at the inception of the Mediterranean fruit fly campaign. The imposition of an embargo would have thrown innumerable Florida nurserymen into bankruptcy and critically hurt those remaining.

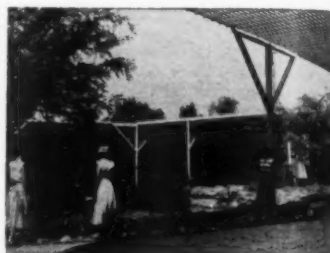
The prompt action of the F. N. G. A. in alerting other agricultural organizations, chemical com-

ALUMALATH

shade for every purpose.
ALL-ALUMINUM
SCIENTIFICALLY DESIGNED FOR:

- Low cost
- Long life
- Severe weather
- Ease of erection
- Perfect ventilation
- Uniform sun control
- Beautiful appearance
- Minimum light loss

Any Amount of Shade Can Be
Obtained With Alumalath



Shading is our business. We have helped thousands. Can we help you?

Write for details.

Manufacturer

HARRY H. REYNOLDS

2561 Valencia St.
SANTA ANA, CALIF.

Garden-Craft REED FENCING

Bound with rustproof wire at 4" intervals



IMMEDIATE DELIVERIES:

- 6' x 18' Half Density (Promotional)
- 6' x 18' 100% Density
- 6'4" x 25' 100% Density
- 6' x 18' Polished Reed, Super
- Many uses in garden and patio
- Buy direct from the importer
- Guaranteed quality
- Write for complete prices
- Telephone MUtual 6260



312 West 5th St.

Los Angeles 13, Calif.



**12 cu. ft. of
Compost
Processed in
15 seconds**

Shredding, mixing, blending and aerating are operations that have been successfully mechanized to save time and labor—and deliver a superior product—for today's floriculture-horticulture industries.

"Royerating" (performing these operations with a Royer Shredder) has proved to be the answer to today's dwindling labor supply for growers in every corner of America. If these are still hand operations in your business, it will pay you to talk with your nearest Royer Distributor. He can show how mechanization will cut your overhead, increase your profits. He'll even give you an on-the-spot demonstration, if you wish.

There's a Royer Shredder for every size and type of operation. You'll be pleased with their rugged construction and reasonable price. Write today for the name of your nearest Distributor and our new descriptive literature.



New illustrative literature, describing Royer bucket-loaded Shredders, like the 8 cu. ft. charge Model shown operating at Ravenna, Ohio, points the way towards mechanization and higher profits for today's growers. Write today for your free copy.

Visit us at Booth 51
at the A. A. N. Convention

ROYER

ROYER FOUNDRY & MACHINE CO.

182 PRINGLE STREET / KINGSTON, PENNA.

panies and the Florida agricultural experimental service was instrumental in preventing legislation prohibiting the use of parathion in all forms of Florida agriculture and spray use. This one achievement is of untold value to the nurserymen of Florida in their insect control program.

The Florida Nurserymen and Growers Association feels that membership premiums are a direct savings and an investment—not an expense. This point can be illustrated as follows:

1. Sales tax savings rendered by the F. N. G. A. on the purchase of soil, tools, equipment, supplies, plants, etc.; 3 per cent on estimated \$600 average purchases for a year, \$18.

2. Time saved from filling out sales tax forms and performing a multitude of other details, an average of one-half hour daily per establishment for a year; 150 hours at \$1 per hour—\$150.

3. The F. N. G. A. was instrumental in retaining the position of nurserymen as agriculturists, thus eliminating withholding tax and reducing office expense, time and stamps; estimated yearly savings, \$15.

4. The well-planned public relations program of the association, ad-

CAN SHEAR

\$6.75 ea.
3 at \$5.94 ea.
6 to 11 at
\$5.06 ea.
12 to 35 at
\$4.75 ea.
36 and up at
\$4.05 ea.



CAN PUNCH

Punches four drainage holes in cans. Adjustable from 1-qt. to 5-gal. cans. Construction is all steel.

\$42.50

CAN CARRIER

\$2.75 each; 2 for \$5.00

All prices F.O.B. Miami, Fla. Write for catalog showing other items.

Stop and see us while in Miami or Miami Beach. See our booth No. 61 at the Hotel Fontainebleau.

FLAT BARROW

Flat barrow, 2 length rails, 54 and 64 ins., \$35.00 each. Expanded metal trays that fit the rails, 22 ins. wide, \$7.50 and \$8.50, respectively.



SELF-SERVICE PICKUPS



19x36-in. tray, 10x 3.50 pneumatic tires. Over-all width of 27 ins., over-all height of 34 ins. Price, \$42.50.

SELF-SERVICE PICKUPS

(Not illustrated)

16-in. wheels, pneumatic tires, tray 21x 50 ins. Capacity 1500 lbs. Price, \$37.50 each. Bed 19.5x25 ins. and a basket on the handle. Tires are semipneumatic, 1.75x10 ins. Price, \$20.00 each.

CALVIN D. KINSMAN

3315 N. W. 46th St.

Miami, Fla.

New Color Folder "Garden Aristocrats"



**AVAILABLE AT COST FOR MAILING
UNDER YOUR OWN SIGNATURE**

See our representatives at the A. A. N. Convention, Walter C. Borchers and Raymond J. Burr—or drop us a card at San Jose for a sample copy and full information.

"Garden Aristocrats," illustrated in natural color, describes new and improved varieties of lilacs and flowering quinces and recent introductions of peonies, magnolias and other deciduous and evergreen ornamentals. No prices or advertising.

These additional publications supplied on request: Wholesale Catalog of Northern California Grown Roses (illustrated) and Wholesale Ornamental Catalog.

W. B. CLARKE & CO.

Box 343, San Jose 3, Calif.

NURSEYMEN AND BREEDERS OF WOODY FLOWERING PLANTS

vertising the size, strength and potential of the industry, has turned the eyes of the suppliers as well as buyers toward Florida. (Difficult to estimate and determine dollar value.)

5. The place that the F. N. G. A. has taken in the Florida Agricultural Council and the business life of Florida is of great value, politically and economically. (Also hard to estimate in the dollar value).

6. Better understanding and relations with the college of agriculture, as well as the entire University of Florida. This means much, in what F. N. G. A. members get for taxes paid; aid in research and the dissemination of information now in the files. Also, curricula have been studied and re-evaluated and new courses set up, in direct response to efforts of F. N. G. A. committee work. This has proved valuable in turning out students useful to the industry.

7. Establishment of a permanent executive office is paying off as it serves as a clearinghouse for requests for information and aid of all kinds, news for publication and notices. Constant contact with associations, too, is of great value. The office is coordinating work between both the agricultural experiment station and the extension service and the F. N. G. A. membership. The office

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Germain's
MERRY WIDOW (P.A.F.)

GERMAIN'S

A new rose...exciting, alluring and radiantly beautiful with deep crimson-red non-fade blooms profusely adorning long cutting stems. The delicate beauty of Merry Widow's free-flowering blooms is enhanced by leathery deep green foliage.

This newest Germain's rose, another Dr. Lammerts original, attains a height of four to four and one-half feet. It's outstanding quality and robust vitality are in keeping with Germain's high standard of quality...a standard maintained since 1871.

Three Germain's A.A.R.S. Winners!... each proved for beauty, hardiness and salability!

Germain's **CHRYSLER IMPERIAL** (Pat 1107) A.A.R.S. Winner 1953. The largest selling red AARS rose in history, Germain's Chrysler Imperial is unsurpassed in regal beauty. A robust variety abounding in blooms and magnificent foliage. A must for every rose garden...vital to every nursery!

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Germain's **GOLDEN SHOWERS** (Pat 1807) 1957 A.A.R.S. Winner. Grows three different ways: pillar, bush and climber! Outstanding in acceptance, outstanding in sales. There is no other rose like Golden Showers in horticultural history! As vigorous and hardy as it is beautiful...truly a spectacular golden yellow rose!

GERMAIN'S ROSE DIVISION 6133 Ethel Avenue, Van Nuys, California

Foliage Feeding*

Here's What One Commercial Grower Recently Told Us About RA-PID-GRO!

Last January the temperature dropped to 27° below. Our stoker couldn't heat our Calla Lily benches near the outside walls. The leaves turned black and were frozen hard. Over 1,000 lilies were injured. The foliage and buds were damaged, but the bulbs were saved.

The next day we cut off the foliage and frozen stalks. Then we fed the bulbs RA-PID-GRO once a week for 4 weeks.

These callas produced a brand new set of leaves and we never had a finer crop of blooms in our many years in the greenhouse business. County agents and greenhouse operators have commented that our crop of Callas is one of the finest in western New York.

I mention our experience in hopes it will help others whose crops may be set back in some way. We were slow to accept RA-PID-GRO as a liquid food for plants, but due to its absolute safety and fast action, we wouldn't think of operating without it.

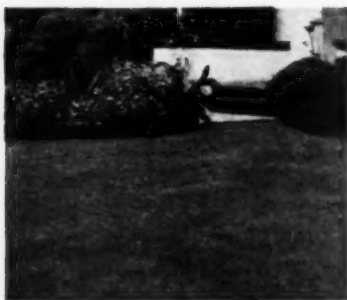
George Abraham,
NAPLES VALLEY GREENHOUSE



Foliage feeding with RA-PID-GRO pays big dividends. The Chrysanthemums at the left were sprayed with RA-PID-GRO once a week for five weeks. The row at right was not fed RA-PID-GRO.



TREES, SHRUBS Use RA-PID-GRO when transplanting. Helps eliminate transplanting loss, gives quick vitality in new location. On established planting spray the bark now.



LAWNS Give your new lawn a faster start by first soaking the seedling with RA-PID-GRO. Established lawns get a head start, and are kept lush all season long.

* ACCORDING TO DR. H. B. TUKEY "MOST EFFICIENT METHOD OF APPLYING FERTILIZER YET DISCOVERED"

The recent government bulletin "THE CONTRIBUTION OF ATOMIC ENERGY TO AGRICULTURE" reports studies on the utilization of fertilizer by plants.

Reporting for his team of scientists, Dr. Tukey stated, "This is the most efficient method of applying fertilizer to plants that we have yet discovered."

They also found as much as 95% of the soluble nutrients sprayed on leaves used by plants. Of nutrients applied to the soil, only 10% were used.

That's the triumph of Foliage Feeding!



RA-PID-GRO Feeds Anything That Grows!

The time-tested RA-PID-GRO formula of 20 elements and trace elements gives plants all they need for greatest vigor and growth. Yet it can be applied right with your regular pest sprays.

Simply add 1 pound of RA-PID-GRO to every 30 gallons of pest control solution.

With 25 years of successful results, RA-PID-GRO is the world's largest selling liquid plant food.

YOU PROFIT TWO WAYS!

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also maintains a constant log of activities in research, legal affairs, taxes, advertising, chapter activities, etc.

Those Florida nurserymen who have so unselfishly contributed of their time, energies and knowledge by serving as president of the association and have been instrumental in leading the F. N. G. A. to its present national status are David K. Stabler, serving in 1952-1953; Charles R. Wedding, 1953-1954; Hugh Lalor, 1954-1955; Gervin W. Pringle, 1955-1956, and Edwin G. Fraser, 1956-1957.

Needless to say, the cooperation and energies of the F. N. G. A. boards of directors and the outstanding enthusiasm of the membership have been a major aid to the success of the leaders.

Washington, D. C., Exhibit

Last March, the association sponsored its third successive display of Florida plant materials at the capital flower show held at Washington, D. C. In 1955, at the request of Richard P. White, executive vice-president of the American Association of Nurserymen, members of the Florida group assembled and shipped two truckloads of varied material, including palms, orchids and foliage plants, for a display at the Washington show. The next year, a display covering 1,100 square feet was prepared. This year's contribution to the show, the largest yet made, filled 1,700 square feet. These show features are actually public relations efforts, as they call attention to the specialties of the Florida horticultural trade. They have proved interesting displays, likewise, because of their attractive layout and the addition of several Florida Indians in the scene. The estimated cost of supplying a display now is about \$6,000, this expense being partially defrayed by prize money gained at the exhibition and by sale of the plants after the show. This year, also, Governor Collins of Florida granted the sum of \$3,000 to assist the plan, because of its promotional value for the state.

KYOSHI YUMIBE is the new owner of the Green Thumb Nursery, Worthington, Minn. The former owner, Dale Hvistendahl, plans to operate a seed and stock ranch at Oakes, N. D.

KEN VANCE NURSERY, opened last March at 958 Fairview avenue, Bowling Green, Ky., will offer a landscape contracting service in connection with its retail nursery and garden shop operations.



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PRICES AND PROFITS

Comments on Business Management in the Nursery

By John J. Pinney

CALCULATING MARKUP

Many nurserymen still delude themselves in the matter of markup. If they buy a plant for 50 cents and sell it for \$1, they say they have marked it up 100 per cent. Or, if they are more profit conscious and price at \$1.50, they figure they have a 200 per cent markup.

Other retail merchants have a different method of figuring markup. If they pay 50 cents for an article and sell it for \$1, they say they have marked it up 50 per cent. A selling price of \$1.50 would represent a markup of 66⅔ per cent. If the article were priced at \$2, or four times the cost, the markup would be 75 per cent.

How are these percentages figured? By the simple process of dividing the difference between cost and selling price by the selling price. To cite a simple example: A pair of socks cost a merchant 57 cents; he sells them for 98 cents; the difference between cost and selling price is 41 cents. By dividing 41 cents by the selling price, 98 cents, a figure of 42 cents is obtained, which is the markup. By this method of calculating, a markup of 100 per cent is impossible.

Markup Not Based On Cost

The fundamental difference between the two methods of figuring markup is that the nurseryman bases his markup on cost while the merchant figures his on selling price. I believe that calculating markup from cost is what causes so many nurserymen to underprice their merchandise. They probably feel that tripling the cost price, resulting in a 200 per cent markup by their way of figuring, is getting the price too high. Actually, when the cost is tripled, the markup is only 66⅔ per cent.

There is no formula by which one can determine how much to mark up his merchandise, but there are some considerations that are helpful. In general, the slower the turnover, the higher the markup, and the greater the risk, the higher the markup. The turnover in food stores is comparatively fast. Consequently the grocer is satisfied with a low markup. In the drug business, the turnover is comparatively slow.

Some of the drugs may stay on the shelves for years; therefore, the druggist is entitled to a higher markup.

In order to see how this works out, let us assume that the food store operator turns his merchandise 10 times in the course of a year and his markup averages 10 per cent. Thus, in a year's time, he would realize a return of 100 per cent on his investment. Assuming that the druggist moves his stock twice a year, his markup would have to be at least 50 per cent in order to realize as much profit on the same volume of sales.

The florist is expected to carry a supply of flowers on hand at all times to take care of his customers' immediate needs. Yet, he has no assurance that he will sell all of the flowers before they have to be dumped. He covers this risk by putting a comparatively high price on his merchan-

dise. In other words, he has a high markup, to which he certainly is entitled.

Slow Turnover Factor

There are few enterprises in which the turnover is slower and risks are greater than in the nursery business. One has to be a gambler at heart if he is to be happy as a nurseryman. When the nurseryman plants a block of trees he is gambling that two years or 10 years later he will have trees to sell of the varieties and sizes that the public wants. He hopes that the trees will survive drought, hail, wind, flood and disease and insect attacks. He is betting that he can get enough for them to pay for all of the expenses of growing and selling, cover all of the risks involved and still leave him a profit.

Instead of turning his stock 10 times a year like the grocer or twice a year like the druggist, he is lucky to average a turnover of once in two or three years. An exception would be the retail nurseryman who buys all of his stock.

It can readily be seen that the nurseryman must have a high markup in order to make a reasonable profit. His turnover is slow. His risks are great. Even though he were to



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Taxus, age 13 weeks. Cuttings were planted in vermiculite saturated with Heller-Gro solution, were taken from propagation benches directly to field, eliminating the cost of potting. No other plant nutrition was used.

Heller-Gro is a complete plant food, made entirely of laboratory-grade U.S.P. chemicals. Dissolves completely; solution will not burn.

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set his selling price at three times cost, a markup of 66 $\frac{2}{3}$ per cent, he could not make as much profit on a given volume of business as the tradesman who can turn his stock several times a year.

By comparison, the druggist referred to above turned his stock twice a year with a markup of 50 per cent. He would realize a higher percentage of profit than the nurseryman could earn with a markup of 75 per cent. In fact, the nurseryman with a maximum turnover of once a year would have to take a markup of 75 per cent (four times cost) in order to earn the same percentage of profit as the druggist. A markup of 75 per cent is seldom achieved in the nursery business. If nurserymen would bear these things in mind, they might have more courage to ask prices for their stock that would give them a fair margin of profit.

SUNSHINE STATE

[Continued from page 8]

France, with imported fountains and many statues gracing the scene.

Lincoln road is a world-renowned shopping street. There are, too, many fine shops in the lower lobbies of the Eden Roc and Fontainebleau. Jai alai

Heller-Gro Eliminates Potting Step in Taxus Propagation

From Propagation Benches Directly to Field in 13 Weeks

The shade tree commission of Essex county, N. J., planted 2000 cuts of mixed Ilex and mixed Taxus in vermiculite saturated with Heller-Gro solution (1 to 50). Four weeks later the beds were wet with Heller-Gro solution 1 to 100.

Mr. Leonard F. Anderson, commission secretary and executive assistant, wrote, "Seven weeks from the time of planting, we removed the plants with 100% success and found the root system so extensive we could not place them in a two-inch pot."

The cuttings were left in the beds six weeks longer. Then, thirteen weeks after planting, they were set out in the field. The entire cost of potting was saved by the use of Heller-Gro.

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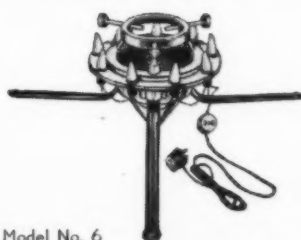
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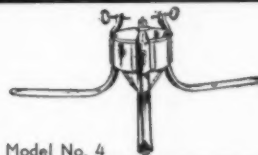
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games and dog races are not scheduled in July.

Specialty Restaurants

The majority of restaurants in Miami Beach are open on a year-round basis, and conventioners will find a wide selection of eating places within a 15-minute drive from the hotel. The Fontainebleau, itself, has a variety of dining accommodations. Following is a list of public restaurants which are given special recommendation by a long-time resident of the area:

The Hickory House — 2332 Liberty avenue (one block west of Roney Plaza hotel).

Chandler's "Fan & Bill"—220—21st street.

Park Avenue—2205 Park avenue (two blocks west of Collins).

Embers—245—22nd street.

Maurice's Steak House—2705 Collins avenue.

Beef & Bird—1111 Dade boulevard.

Pierre's Steak House — West end of Broad causway (starts 96th street on Beach).

Lighthouse, Baker's Haulover — just across bridge north of the Kenilworth hotel.

Roney Plaza, dining room for Sunday evening buffet—23rd street and Collins avenue.

Old Forge—432 Arthur Godfrey road (41st street).

Gatti's Italian Restaurant—1427 West avenue (one block west of Alton road).

Parnham's—7301 Collins avenue (pancakes and waffles and Danish pastries, also regular dinners).

Luau (Polynesian food)—1755—79th street causeway.

Bill Sherman's restaurant in Aztec motel—15901 Collins avenue.

Tourist Attractions

Sight-seeing in this tropical area is a popular pastime; the sights are different from those found almost anywhere else. Reported in the previous issue of this magazine were several attractions on the programs for ladies and juniors. Included were the Seaquarium, the Parrot Jungle, Crandon Beach and the glass-bottomed boat trip. Another outdoor attraction is the Monkey Jungle, 22 miles south of Miami, where a tribe of Java monkeys roams free while the visitors watch from caged walkways.

There are a number of Indian villages where gaily garbed Seminoles live in thatch-roofed huts and cook over open fires much the same as their ancestors did. As an added attraction in some, Seminole braves wrestle alligators. One of the best known of these villages is Musa Isle, on the Miami river, in Miami. There visitors see a zoo and an alligator farm, tropical gardens and displays of Seminole handicrafts as a guide relates interesting facts pertaining to the Indians' history and customs.

Although there will be no racing



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at beautiful Hialeah park during the convention period, the race track is an attraction which is visited more during the off season than when the horses race in the winter. Its off season appeal is found in the track's beautifully landscaped grounds and the huge flock of pink flamingos which inhabits the infield lake.

Miami's Serpenterium, 12 miles south of Miami, is both a top attraction and a source of venom supplies used in medical and scientific research. Venom is extracted daily from deadly cobras, vipers and other reptiles.

The Rare Bird Farm features rare and unusual animals and birds collected from all over the world. Most are uncaged.

Boat Trips

Sight-seeing boats offer cruises in Biscayne bay, past estates of notables on man-made islands; through the intercoastal waterway to the edge of the Everglades; up the Miami river, and into the open ocean for views of sea gardens on the ocean reefs.

Near Miami, Everglades National park is a leading attraction for the outdoorsman. It is the only national park devoted to the preservation of tropical flora and fauna.

Two attractions — Villa Vizcaya

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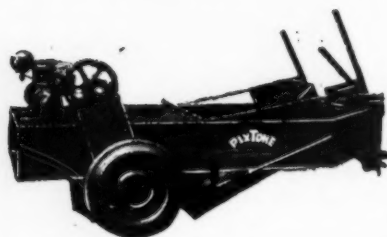
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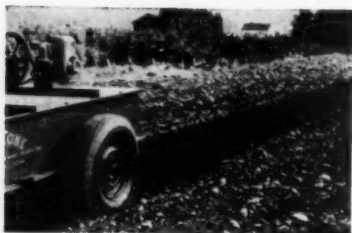


Photo shows where PIXTONE made one pass through a stony field.

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and the Spanish Monastery—should appeal to any art lover. Vizcaya, the \$16,000,000 estate of the late farm machinery magnate, James Deering, now serves as the Dade County Art Museum. The huge Italian palazzo is crammed with art objects of the 16th and 17th centuries and surrounded by 10 acres of formal gardens dotted with statuary, gargoyles and quaint bridges.

The 814-year-old Spanish Monastery is one of the finest examples of Romanesque and early Gothic architecture in existence. Purchased in 1925 by art agents for the late William Randolph Hearst, the monastery was dismantled in Spain and reconstructed just north of Miami in 1953. Surrounding the monastery are acres of beautiful gardens similar to those which the monks cultivated 800 years ago.

Fishing

There is sport to gladden any fisherman's heart in and near Miami Beach. Bridges, piers, causeways and sea walls are popular spots to drop a line or use light tackle. Boats can be rented at moderate cost for bay fishing. There are canals for the enjoyment of all fresh-water casting devotees. Surf casting is also an exciting possibility. And, of course, there is deep-sea fishing. Some of the finest fishing boats in the world make their headquarters at Miami Beach. More than 600 varieties of fish populate the waters nearby, and there is fine fishing at all seasons of the year.

Post-convention ocean cruises can be made to such nearby islands as Cuba, Jamaica or Nassau. Miami is headquarters for cruise ships serving the Caribbean islands. The same islands can be reached by air in 90 minutes. Miami International airport is only 10 miles from Miami Beach.

Interesting Motor Routes

Conventioners who plan to drive to the Miami Beach convention can easily plan a sight-seeing trip, traveling down central Florida, viewing such points as the University of Florida, at Gainesville; Silver Springs, near Ocala; the Bok Singing Tower, at Lake Wales; Florida Cypress Gardens, at Winter Haven, and Highland Hammock state park, near Sebring, and then going on to Miami. The return trip can be made along either coast, the east offering such points as McKee's Jungle Gardens, at Vero Beach; Daytona Beach; the Marine Studios, at Marineland, and historic sites at St. Augustine. The new Sunshine State parkway, a toll road, extends 120

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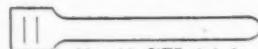


FELCO Precision Pruning Shears
Made in Switzerland

Wide COMFORT handles made of unbreakable light metal. Replaceable blades—clean cut—sturdy—full guarantee. Due to their light weight there is less fatigue than with heavier all-steel pruning shears.

Request illustrated folders.

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No. 21 SIZE 1x6 ins.
TREE AND SHRUB TAGS

Made of heavyweight, strong, water-resistant tag stock. Furnished 10 tags partly attached for use in typewriter.

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Colors: Yellow, Red, Blue, Green, Orange and White. Colors may be combined for quantity price. Minimum 1000 each color.

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Write for price list and samples.

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WITH THESE 4 EXCLUSIVE PATENTED FEATURES



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Lawn Beauty builds customer satisfaction that means more profit to you . . .

because it is the only spreader that will spread all types of chemical and organic fertilizers, grass seeds, lime, granular and pelletized material accurately, uniformly and in adequate quantities . . . proven by tests. Here's the one spreader built to a standard of quality. For complete details on Lawn Beauty see your garden supply distributor or write to us direct.



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Over 100 brand-name fertilizers, nonbrand materials, seed mixtures and other lawn care materials have been factory calibrated with Lawn Beauty and can be spread exactly at the rate required.



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Available in 16", 18",
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miles from Fort Pierce to Miami. Along the west coast are the Thomas A. Edison home, at Fort Myers; the Ringling Art Museum and Sarasota Jungle Gardens, at Sarasota; the Sunken Gardens, at St. Petersburg; Tampa; Clearwater; Weeki Wachee Springs, near Brooksville; Rainbow Springs, at Dunnellon, and Killearn Gardens, at Tallahassee.

Horticultural Attractions

Any motor route to Miami Beach, along the east coast, the west coast or the central part of Florida, will take the convention goer by numerous tourist attractions. But for those who may wish to give the major part of their attention to places having horticultural interest, the following comments on such points may be of help:

East Coast Attractions:

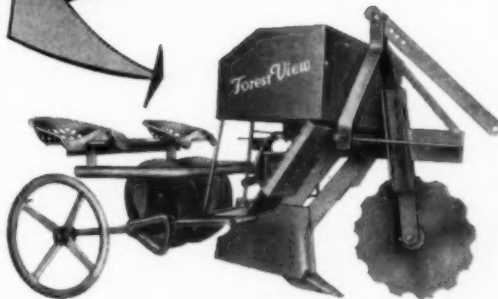
The McKee Jungle Gardens, Vero Beach, are a naturalistic development of 85 acres of tropical and subtropical plants. Included are about 100 varieties of hibiscus, a collection of water lilies and royal palms. There is an air-conditioned greenhouse for an orchid collection.

The University of Miami, south campus, South Miami, has plantings and experimental plots of tropical and subtropical plants and fruits.

U. S. D. A. Plant Introduction

ForestView TANDEM PLANTER

... cuts tree planting time and costs



- Exact, positive spacing with exclusive timing wheel
- Correct planting depth on any terrain with special contour lever
- Exclusive, scalloped counter wheel for fast, easy cutting of sod, etc.
- Twin-seat design cuts planting time in half

The most rugged, versatile tree planter ever built, the ForestView Tandem Planter assures fast, low-cost planting of seedlings, lining-out stock, potted material or other small plants. Easy to operate lever control permits instant adjustment to even the most rugged terrain. The newly designed, patented trencher shoe speeds planting of potted material and liners without damage. Precision alignment of stripper bar prevents clogging by weeds and undergrowth. Commercial steel construction throughout—ball-bearing mounted heeling wheels. Mechanized planting eliminates human error—insures better survival.

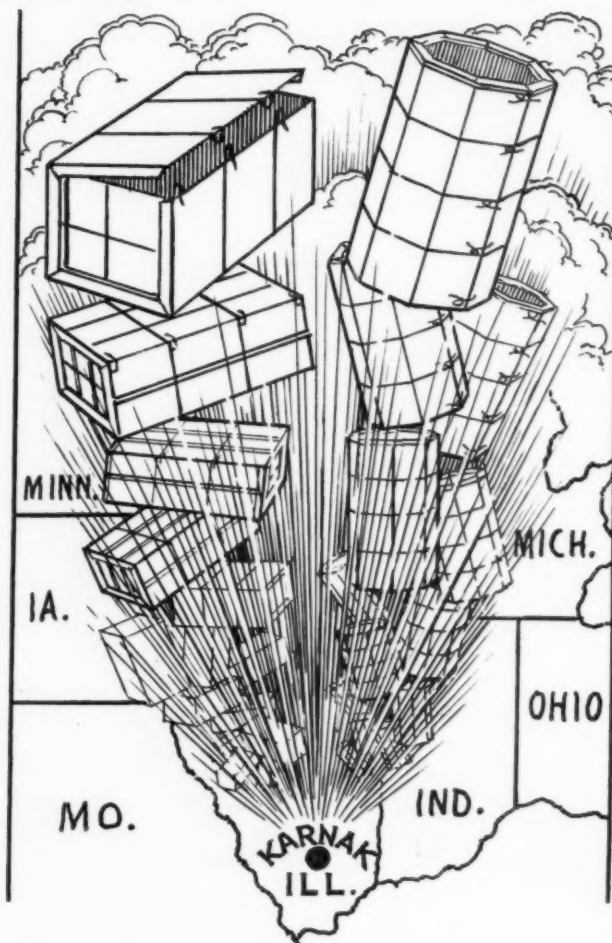
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ROOTING POWDERS

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VITA-BANDS — PERENNIAL POTS

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 1139 Street Rd. SOUTHAMPTON, PA.

Gardens, Coconut Grove (Miami), have a wide variety of palms, along with mature specimens of other tropical plants.

Fairchild Tropical Garden, Coconut Grove, is described in a special article on another page of this issue.

Subtropical station, Florida agricultural experiment station, Homestead, also has plantings of tropical subjects, along with displays of lawn grasses for Florida.

Fennel Orchid Jungle, Homestead, includes a 30-acre display of 15,000 species orchids and 100,000 hybrids. Some of the plants are grown under semiprotective structures.

Central Features

Central Florida Attractions:

Highlands Hammock state park, Sebring, is located six miles from Sebring off U. S. Highway 27, on Florida 634. It is a natural park of 3,800 acres, containing native plants of cypress swamps and hammocks of central Florida.

Bok Singing Tower, Lake Wales, has landscaped plantings of subtropical materials.

Florida Cypress Gardens, Winter Haven, contain plantings of native and exotic materials. July will be late for its brightest display.

University of Florida, Gainesville, includes the headquarters of the Florida agricultural experiment station, plantings and experimental plots of ornamental plants and flowers, especially camellias and hollies. Here are the Wilmot Memorial Gardens, featuring camellias, and an All-America Rose Selections trial garden.

West Coast Attractions:

Edison Botanical Gardens, Fort Myers, have five acres of gardens and nine acres of experimental and observational plantings of more than 300 varieties of plants of the world.

Turner's Sunken Gardens, St. Petersburg, feature five acres of landscape development, including a wide variety of subtropical flowers, shrubs and trees.

Killearn Gardens, Tallahassee, present an extensive landscape development of ornamental plants adapted to west Florida. July will be late for the best display.

TRADE VISITING POINTS

Scattered throughout Florida are many commercial nurseries that warrant a visit by any conventioners who can arrange such trips. A brief listing of such establishments, according to cities, and mention of

AN IMPORTANT ANNOUNCEMENT TO ALL MICHIGAN PEAT DEALERS



Effective January 1, 1958, we are changing the name of our product! Our peat will henceforth be sold and advertised under the registered name of **BACCTO® PEAT**.

This has become necessary because lesser companies have begun trading on our established name of **MICHIGAN PEAT**... a name that has meant quality for over 50 years. The fact that a peat is mined in Michigan is no guarantee of quality.

ONLY BACCTO PEAT is produced and processed the exclusive BACCTO way! It's Bacti-rated!®

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67 West 44th St., New York 36, N. Y.

Produced from America's finest Peat Bogs, Capac, Michigan

their specialties and persons to contact follow:

Apopka—John's: Large foliage plant producer. (Verne Buck)

Bradenton—Reasoner's Nursery: Ornamental nursery; old firm. ("Bud" Reasoner)

Eustis—Whistling Pines Gardens: Foliage plants. (Alex Laurie)

Glen St. Mary—Glen St. Mary Nurseries Co. (G. L. Taber, Jr.)

Jacksonville—Alberts & Merkel Bros.: Orchids and foliage plants. (Jean Merkel)

Leesburg—Florida Landscape Nursery: General nursery; canned stock; wholesale liners. (Mr. Pringle or Mr. Lafler)

Leesburg—Andrew P. Miller: Ferns and chrysanthemums. (Andrew Miller)

Miami—Fantastic Gardens, 9550 Southwest 67th avenue: Unusual tropical plants. (Robert Wilson)

Miami—Arvida Orchids, Palmetto and North Kendall roads: Large operation; cut flowers, foliage plants, ornamentals.

Macclenny—Southern States Nursery: One of the state's largest nurseries; fruit trees and ornamentals. (Ed Fraser)

Monticello—Monticello Nursery: General nursery; fruit trees and ornamentals. (Mr. Watson)

INCREASE SALES 100%

Don't Keep Your Customers Waiting for information about your stock. These self-selling plastic labels give all the information your customer wants—creating additional sales while you are busy.

We have the largest selection of horticultural subjects on plastic labels anywhere. Available in two types: (1) Over 800 varieties illustrated in full color; (2) over 600 fully descriptive labels with large, readable type.

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Phone OXford 9-0711

No. 3 Container-Marker (picture and holder). Holder is 27 inches high. Prongs at bottom prevent turning in the wind. Use for salesyard display.



Orlando—Tropical Arts Landscape Co.: Extensive collection of bromeliads. (Mr. Foster)

Osprey—Palmer's Nursery: Seventy acres devoted to ornamental plants, with more than 500,000 plants in containers. (J. H. Popham, Jr.)

Pembroke—Goochland Nurseries, Inc.: (R. E. [Ed] Brown)

LEE SCHULTHEIS, West avenue, Arkport, N. Y., is starting a wholesale nursery, growing ornamental trees, including seedling conifers.

PREPARING to open a retail nursery, Howard Hughes is growing azaleas and rhododendrons on a 12-acre site on Route No. 1, Box 1-C, Montesano, Wash.

ASTER FARM NURSERY, Michigan City, Ind., formerly operated by Steve and Gertrude Hanyzewski, was recently purchased by Henry and Helen Pearce.

RUSSELL F. ANDERSON is starting a nursery called Anderson's Shady 80, at Howell, Mich. The 80-acre nursery will grow ornamentals for the wholesale as well as the retail trade.



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Wherever you are, the benefits of rugged, powerful Asplundh Chippers are conveniently available for you to see and experience, for there's an Asplundh representative nearby. And he is fully trained and equipped to provide you with up-to-date concepts in brush disposal.

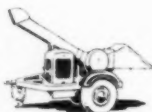
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You will like his helpful suggestions and his intelligent advice on equipment operation. And, most important—you'll find that an Asplundh sale is never "closed", for it is our dealers' policy to continue to help you enjoy, in every way, the economies of modern practice.

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Asplundh Chippers are fully guaranteed against defective materials or workmanship. Complete and satisfactory performance is positively assured.



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With a **FRIDAY AUTOMATIC ROTARY HOE** you can hoe an acre an hour.

Designed for blueberries, grapes, currants, raspberries and other brambles.

Write for literature and information.

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Hartford, Mich.

GEORGIA FRAUD CASE

James A. Lymburner, who operated as a nurseryman from several addresses, including Chamblee, Ga., was convicted on a charge of mail fraud early in June and was given an 18-month prison sentence by District Judge Frank M. Johnson in Federal Court at Atlanta, Ga. Advertising on which the charges were based was in connection with the promotion of the defendant's mail-order nursery business. The business operated at Chamblee was known as the Lymburner Nursery, on Buford highway, De Kalb county.

The government's prosecutor, assistant district attorney John Stokes, opened his case June 3 with a parade of 30 witnesses from nine states and the District of Columbia; he said there were 53 more witnesses on his list, most of them one-time customers of the defendant. Witnesses came from Georgia, Florida, Alabama, Louisiana, North and South Carolina, Virginia, Pennsylvania, New York and Washington, D. C.

The government sought to prove that Mr. Lymburner advertised one variety of plant, offering a money-back guarantee if the customer were not satisfied, and then sent plants not as advertised or, in some cases, sent no plants at all.

A witness from Philadelphia testified that he ordered azaleas and received "absolutely dead sticks." Another witness from Falls Church, Va., said he planted the merchandise he was sent and "one plant lived, but was not like the flower pictured in the ad" that had appeared in a Washington newspaper. A New Yorker stated that he ordered azaleas and got "11 branches of something—I don't know what." The verdict of "guilty" was returned by a jury after it had deliberated on the testimony from 10:15 a. m. to 8 p. m. June 7.

A 12-day deferment of the imposition of the sentence was granted Mr. Lymburner June 12 so that he might complete business arrangements. A week-long trial was held on the basis of 17 counts of alleged fraud, but guilt was found on only one count.

LOUISIANA SHORT COURSE

[Continued from page 24]

nematode, as modern research has shown. The speaker described to the group the damage done by the sting and the stubby root nematodes.

Nematode Control Difficult

There is no guarantee that a nematode infestation can be com-

NOW—in sales-stimulating PASTEL COLORS

AKAY Plastic Trellis

In pink . . . in flame . . . in yellow and in white—you'll find new and accelerated sales appeal in AKAY's increasingly popular plastic trellis. Ideal for climbing plants—roses, morning glories, clematis. Also for tomatoes, beans, peas, etc. Break-resistant, color-fast, practically everlasting. An ideal replacement for wood or metal.



AKAY Plastic ADD-A-FENCE

Now also in selected colors, plus white, AKAY ADD-A-FENCE has new homemaker appeal. Break and weather-resistant, ADD-A-FENCE won't rot or rust. Never needs painting. Easy to set out. Section joiners and corner locks permit wide variety of decorative and protective uses. Can be curved for fencing flower beds, shrubs, bushes. Both fence and trellis are packed in colorful carton assortment, unless selected color packs are specified.



Talking Display Cartons for SELF-SERVICE SELLING...

AKAY Plastic Trellis and AKAY ADD-A-FENCE are shipped in talking display cartons, with colorfully gay "use" cards that make them self-sellers. Also available in 2, 4 and 6 unit packs for mail order. Fence is available, polyethylene bagged, for rack hanging. Dept. AN-757



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pletely eradicated, the speaker stated. Among the factors favoring the persistence of a nematode infestation are poor drainage and runoff from untreated areas. Chemical treatment is not always effective, because many nematodes exist well below the chemically treated zone and those in the upper inch or two of soil may escape the chemical through aeration in this area. In addition, he mentioned that nematodes can be carried into a treated area on the shoes of workmen, on shovels, hoes, tractors and cultivating implements.

The best possible job of soil fumigation for nursery stock can be done by treating the soil with the recommended dosage of chemical, then turning the soil over completely and refumigating with one half of the recommended dosage, the speaker stated.

For preplanting treatment of field areas he suggested Dow W-85 or Shell D-D. Postplanting treatment of suspected areas of infection can be done with Dordane, Nemagon or similar materials. The speaker suggested that treatments applied to growing plants be tested on small areas first, because nursery stock tolerances have not been definitely established. He concluded his talk by

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3 1/2-IN., WIRED—PLAIN OR PAINTED.
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TABLE MODEL TREE STAND
6-POT SIZE \$3.00 each
12-POT SIZE \$5.00 each
18-POT SIZE \$8.25 each



ORDERS DELIVERED FREE TO DESTINATION AS FOLLOWS:
CALIFORNIA—All orders \$25.00 and over.
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Wire and Redwood baskets; Redwood tubs; Wire and fernwood totem poles; Plant supports; Wrought-iron brackets and fern stands; Plastic and lead flower pin frogs; Can cutters; Green moss in bales and bags; Black Magic; Plant ties and twine; Plastic pots and trellis; Copper, brass and plastic planters; Wire plant markers and plastic plates; Other nursery supplies.

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showing slides of nematode injury and methods of applying chemicals.

"South Living" Explained

Robert White, professor of landscape architecture, A. and M. College of Texas, College Station, told the group of the advantages of "south living"—the utilization of the south portion of the average home property for the most enjoyable living throughout the year. If the house faces south, screens may be used in front of the house to obtain the required privacy. When the living area faces south, he continued, the sun will warm the walls and provide better indoor light in the winter. During the summer the sun will not penetrate the southern exposure. The use of deciduous shade trees adjacent to the south living area will permit better light penetration in the winter. Also, the prevailing summer winds are from the south in the gulf coast area, he stated.

Regarding the use of plant materials about the house, Mr. White recommended leaving considerable room at the front entrance; using low, long hedge plantings to accent horizontal lines; using plant materials that are adapted to growing conditions in the area and are related to the style of the building, and repeating plant materials rather than attempting too much variety.

Dr. Self addressed the group on Wednesday morning on "Cultural Practices with Container-Grown Stock." In order to obtain the best growth possible at the least cost, Dr. Self stated, the nurseryman should use clean, vigorous plants and grow them in the best soil mixture obtainable. He recommended a soil mixture of equal parts of sand and peat moss for use in containers.

Dr. Self told the group that a satisfactory growing medium for containers should afford good drainage and aeration, hold sufficient moisture for plant growth, have the proper pH (5.5-6.5) and adequate calcium and should allow the nurseryman to maintain the proper nutrient level without undue cost.

Nutrients for Container Mix

In preparing the mixture for the containers, he said, the grower should incorporate as many fertilizer materials as possible. He suggested using one pound dolomitic lime to 10 cubic feet of mix to supply the needed calcium and magnesium, and one pound of 20 per cent superphosphate or 0-14-14 prepared fertilizer to the same volume of mix to supply phosphorus and some potassium. Suggested sources of nitrogen were one pound of cottonseed meal or

HERE IS WHY NURSERYMEN PREFER MENNEPOTS



Superior Strength Sturdily constructed, the MENNEPOT withstands hard handling.

Stapled Bottom Comes completely assembled . . . Potting can start immediately upon arrival.

Light Weight The MENNEPOT is economical to use. Light weight makes shipping costs less.

Drainage The side-drainage feature makes waterlogging impossible while standing in salesyard.

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| Size 0 Top . . . 4 ins. Bottom 3 1/2 ins. High . . . 4 ins. Weight per 100 Regular 10 lbs., Heavy 25 Regular Weight Price 100. \$2.75 1000. \$25.00 Heavy Weight Price 100. \$3.75 1000. \$35.00 | Size 0 1/2 Top . . . 5 ins. Bottom 4 ins. High . . . 5 ins. Weight per 100 Regular 13 lbs., Heavy 30 Regular Weight Price 100. \$3.50 1000. \$32.50 Heavy Weight Price 100. \$4.50 1000. \$42.50 | Size 1 Top . . . 6 ins. Bottom . . 5 ins. High . . . 6 ins. Weight per 100 Regular 15 lbs., Heavy 35 Regular Weight Price 100. \$4.00 1000. \$37.50 Heavy Weight Price 100. \$5.25 1000. \$50.00 | Size 2 Top . . . 7 ins. Bottom 5 1/2 ins. High . . . 9 ins. Weight per 100 Regular 24 lbs., Heavy 55 Regular Weight Price 100. \$4.50 1000. \$42.50 Heavy Weight Price 100. \$5.75 1000. \$55.00 |
| Size 3 Top . . . 8 1/2 ins. Bottom 6 1/2 ins. High . . . 9 ins. Weight per 100 Regular 30 lbs., Heavy 70 Regular Weight Price 100. \$5.00 1000. \$47.50 Heavy Weight Price 100. \$6.25 1000. \$60.00 | Size 4 Top . . . 10 ins. Bottom . . 8 ins. High . . . 10 ins. Weight per 100-120 lbs. 100. \$11.00 500. \$52.50 1000. \$100.00 *Heavy Only— For trees and shrubs. | Size 5 Top . . . 12 ins. Bottom . . 10 ins. High . . . 12 ins. LG. POT Weight per 100-250 lbs. 20. \$30.00 100. \$27.50 500. \$125 1000. \$225 *Special for extra-heavy trees and large shrubs. | Size Pan Top . . . 8 1/2 ins. Bottom 7 1/2 ins. High . . . 5 ins. PAN Weight per 100 Regular 30 lbs., Heavy 70 Regular Weight Price 100. \$5.00 1000. \$47.50 Heavy Weight Price 100. \$6.25 1000. \$60.00 |

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| PENNSYLVANIA | E. C. Gelger, North Wales, Pa. Verscharen's Garden Centers, Rt. 51, Brentwood, Pittsburgh, Pa. Rt. 88, S. Park, Pittsburgh, Pa. |
| NEW JERSEY | New Jersey Farm Supply, 449 Market St., East Paterson, N. J. Somerset Rose Nursery, Inc., New Brunswick, N. J. |
| MICHIGAN | Michigan Bulb Co., 845 Ottawa, N.W., Grand Rapids, Mich. Growers Exchange, Inc., P. O. Box 397, Farmington, Mich. Strickland Seed Store, 1429 Grislot Ave., Detroit, Mich. |
| RHODE ISLAND | American-Dutch Trading Co., Inc., 47 Coddling St., Providence, R. I. |
| CANADA | The Sheridan Nurseries, Ltd., Sheridan, Ontario, Canada. |

500 of a size takes 1000 rate in sizes 0-0 1/2-1-2-3-Pan. Regular-weight pots packed 160 and 200 per carton in sizes 1-2-3-Pan. Size 0, 250 only. Size 0 1/2, 200 only. Heavy pots are packed 250 per carton in size 0; 100 per carton in sizes 0 1/2 and 1; 50 per carton in sizes 2, 3, Pan and 4, and 20 per carton in size 5. NO BROKEN CARTONS.

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two to three pounds of urea formaldehyde added to every 10 cubic feet of mix.

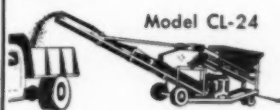
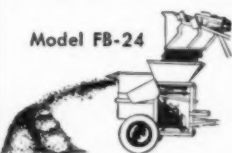
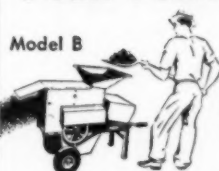
If a complete fertilizer is to be applied after the plants have started growing, Dr. Self continued, one-half teaspoonful of a 13-13-13 or a 16-16-16 fertilizer that incorporates minor elements may be used in each container.

Weed control in container areas is a major cost in production, he said. The grower should use a soil sterilant to eradicate weeds prior to setting out containers and maintain weed-free areas adjacent to sources of irrigation water to prevent infestation through irrigation.

Soil temperatures are a factor that may limit root growth. Dr. Self suggested the use of a mulch on exposed containers to reduce soil temperatures and encourage uniform root growth throughout the soil.

Eldon Cleveland, Stauffer Chemical Co., Houston, Tex., addressed the group on "Scalicides and Insecticides." Oil emulsion is still the most widely used scalicide, Mr. Cleveland

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Soil, peat, manure, compost, sphagnum moss. Wet or dry! Rock and other foreign material will not damage the patented all-steel rotor assembly. Also available with shredding hammers for soil and organic material. Lindig offers you the most complete line of shredding equipment, with capacities from 3 to over 100 yards per hour. Screening attachment available for removing rocks. Hand and power fed models. Units with or without loading conveyors.

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UNION Plastic Pots in Color Provide...

EXTRA SALES IMPACT!

Union Plastic Pots in Utility colors have been widely accepted by growers for their moderate cost combined with their attractive neutral colors. But there's something to be said, too, for Union's line of eye-catching Standard colors.

Today's consumer preference for color - in cars ...in homes...in clothing - has given color a sales impact that cannot be denied. Perhaps a few of your choicest plants potted in carefully chosen colors from Union's Standard Line and offered to some of your more discriminating customers will sell faster than they might if planted in Utility pots. It's worth a try!

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A size for every growing need.

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The S-W Supply Co., B. 33, Girard, Kas.

Cut shows Plant Stake

said. He believes, however, that Trithion and parathion will soon displace the older method of control. Trithion is a relatively new phosphate material that will control mites (eggs and adults), mealy bugs, scale, aphids, etc., yet is safer than parathion for the operator to use.

Mites probably cause more damage than most nurserymen realize, Mr. Cleveland said. The application of chemicals at regular intervals is necessary to keep them under control. He recommended alternating the chemicals applied (Trithion, parathion, malathion, sulphur) and also the use of combinations, such as malathion and Ovotran, for most effective suppression of spider mites on nursery stock.

EQUIPMENT INNOVATIONS

[Continued from page 22]

low branches and clearance are a problem.

Fire-Fighting Devices

Fires are a big hazard within such a large establishment, and we were prepared with fire cans and rakes to handle brush fires, but felt that we had a need for a water wagon. We had one surplus GI truck that we converted into a water wagon by putting onto it a 500-gallon tank and adding a small 1½-horsepower motor and pump on the rear. This gives a rugged piece of equipment that can go over rough terrain and also carry 200 feet of 1½-inch hose. It has proved very satisfactory with grass and woods fires in areas that could be reached with the truck. In fact, on the first day that we received the hose, we were trying the pump to see how much pressure we might get when we had a call to a fire and really had an opportunity to test it immediately. There are numerous pack-back fire cans and fire rakes which are carried as equipment on this truck.

Located near the truck are the 50-gallon water cans which are used for storage of water, and they can be picked up immediately by smaller vehicles, such as jeeps and pickup trucks, to be carried to fires to furnish water for replenishing the pack-back sprayers.

It might be well to mention the types of signs being used. At our maintenance shop we have a replica, in a much smaller size, of our forest fire danger sign. The larger sign is near the entrance to the gardens and is a general warning to the public on the fire danger within the area during extremely dry seasons. We have a similar sign within the shop area,

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"My few untreated tees lost turf during the dry spell in June—soil was dry and hard—AQUA-GRO treated tees were perfect, green, soft and moist 15 inches down."—CHET WENDER, Supt. Plainfield C. C., Plainfield, N. J.



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| 1 Gallon treats 19,000 sq. ft. | \$1500 |
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☐ Laboratory & Field Tests

so that all our men are aware of the possibility of fires. This information is obtained from our county forestry department each day. When we get into a class 3 day, we automatically start to carry water cans and fire rakes along with all equipment going into the woods.

Signs

Other signs that we are using are of laminated plastic type. We use a walnut laminated plastic and, by incising it with our own engraving machine, we expose the white core on the inside. These are standard 3x6-inch signs mounted on pieces of treated oak, which are mounted on 1½x3/16-inch scrap steel standards. For herbaceous plants on the trails, we use a small 2x4-inch green laminated plastic sign, and it, too, is mounted on a piece of treated wood and then attached to a smaller standard.

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4-oz. (makes 5 gal.) . . . 9.75

Complete catalog available.

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47 Codding St. PROVIDENCE 9, R. I.



To give additional information on the trails, we made up a few glass-enclosed frames and use cardboard posters that can be slipped in and out for particular needs and seasons. The information that we are trying to give, in addition to the name of

Distributors

California: Butler Feed Mill, San Diego; Ewing Turf Products, San Francisco; Pacific Turf, Los Angeles. Colorado: Colorado Turf Co., Denver. Connecticut: Halstead Dist. Co., Mt. Kisco, N. Y.; Hubbard-Hall Chem. Co., Portland; C. M. Jenkins, So. Glastonbury. Delaware: Baltimore Turf Co., Md.; Philadelphia Turf Co., Philadelphia, Pa. Illinois: Geo. A. Davis, Chicago. Indiana: The Garden Gate, Fort Wayne; Geo. A. Davis, Chicago, Ill. Kansas: D. B. Bell & Son, Kansas City, Mo. Kentucky: Dixie Lawn Supply, Louisville. Maryland: G. L. Cornell Co., Bethesda; Baltimore Turf Co., Baltimore. Massachusetts: The Clapper Co., West Newton; Hubbard-Hall Chem. Co., Portland, Conn.; C. M. Jenkins, So. Glastonbury, Conn. Michigan: Johnson's Supply Co., Pontiac. Missouri: D. B. Bell & Son, Kansas City; Link's Nursery, Inc., Creve Coeur. Nebraska: D. B. Bell & Son, Kansas City, Mo. New Hampshire: The Clapper Co., West Newton, Mass.; Hubbard-Hall Chem. Co., Portland, Conn. New Jersey: Haleco Chem. Co., Kenilworth; H. W. Ridgway Co., Mickleton; A. H. Gutbrod Co., Irvington; Phila. Turf Co., Phila. Pa. New York: Eaton Equipment Corp., Hamburg; Haleco Chem. Co., Kenilworth, N. J.; Halstead Dist. Co., Mt. Kisco; Larkin Golf & Lawn, White Plains; Wackman's Lawn & Golf Equip., Albany. North Carolina: E. J. Smith & Son, Charlotte. Ohio: Sidney L. Dryfoos, Cleveland; I. G. Harman & Son, Canton; Jacobsen Power Lawn Mower, Columbus. Oklahoma: Bob Dunning-Jones, Inc., Tulsa. Pennsylvania: E. H. Griffith, Inc., Pittsburgh; Philadelphia Turf Co., Phila.; State College Laboratories, State College. Rhode Island: Hubbard-Hall Chem. Co., Portland, Conn.; C. M. Jenkins, So. Glastonbury, Conn. South Carolina: E. J. Smith & Son, Charlotte, N. Carolina. Tennessee: Tennessee Turf & Toro Co., Knoxville. Texas: Goldthwaits Texas Turf, Fort Worth. Vermont: Hubbard-Hall Chem. Co., Portland, Conn. Virginia: G. L. Cornell Co., Bethesda, Md.; E. J. Smith & Son, Charlotte, N. C.; Tennessee Turf & Toro Co., Knoxville, Tenn. West Virginia: E. H. Griffith, Inc., Pittsburgh, Pa.; State College Laboratories, State College, Pa. CANADA—British Columbia: British-Amer. Chem. Co., Vancouver. Ontario: F. Manley & Sons, Ltd., Toronto. Quebec: F. Manley & Sons, Ltd., Toronto, Ont.

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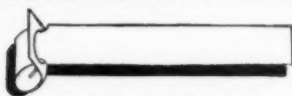
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the plant, is some of the folklore and past economic value or history of the plant. We include an inked sketch of the flower or leaf, so that people can have another aid to recognition. This type of sign has been highly successful. We have had some diffi-

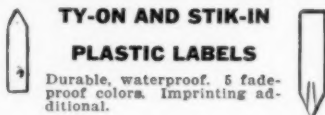
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culty with condensation of moisture inside the enclosed frame causing deterioration of the cardboard, but we are working on having the posters laminated in plastic and think that action may solve the problem.

Wheel Usage

Comment on our conservation of wheels on some pieces of equipment was received at a recent nurserymen's meeting. We had available a small trailer with rubber tires, and it was seldom used except in emergencies; so we took the wheels and first made up a plant carrier, similar to one of the commercial plant carriers, but since we had wheels available, scrap steel and equipment to make it with, we made one large enough for our particular needs. Our unit, we know, will handle up to 1,500 pounds and possibly more weight. This plant carrier is used only during the planting season, and the wheels would therefore be idle during the summer. So we made up a spray boom to travel on the rubber tires. The spray boom was made from old steel fence posts, some galvanized pipe and standard T-jet nozzles. We now have a 12-foot spray boom that can be pulled behind a truck for treating weeds and open areas. The tires are not wearing any faster than if they were idle and being allowed to dry rot during a large part of the year.

We must do a great deal of trimming. To aid in this work we obtained a surplus gasoline-electric generator, for which we made a small trailer so it could be moved to the work area by truck and then handled by the 2-member work crew, which uses electric trimmers.

Mowing

There is also considerable mowing to be done. We have the standard tractor-drawn mowers and the standard power mowers, but we have need for other units that are not usually available. In one particular case, we needed to mow the edges of parking islands in the beach area. These parking islands are nine feet wide and have a stone edge, which makes it difficult to use a regular mower on the side. We have approximately three miles of edging to cut on these islands and decided to rig up our own off-the-side mower.

We had an old Rototiller available, from which we removed a front-end rotary mower unit and then rearranged the mounting. Now the mower is mounted off to one side, approximately eight inches from the wheel, and this unit answers our need. We can mow the centers of

THE CHRISTMAS TREE BUSINESS

(what they don't teach in college)

Because others have reaped exceptional profits by selling trees, many plunge into the business without the slightest care or study as to the eventual practical outcome.

Perhaps it is time for a word of advice—a great deal of money can be made out of selling Christmas trees but first some attention must be given to the known elements of marketing.

The nurseries which make the most profits from selling trees are those with foresight and ability to plan the promotion on high-grade trees in advance. Many facts enter into a successful operation, but the most important is the securing of top-quality Christmas trees.

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Utilizing new techniques, new materials, Metro researchers have developed a more efficient bench for troubled growers. METROSTONE BENCH is inorganic—does not affect soil acidity and does not act as a medium for bacteria or fungus growth. It's the unit you've been longing for. And it's available at amazingly low cost. You can be sure of durable, maintenance-free service with this asbestos fiber and corrugated cement finish bench.

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- No holes to drill, no V bottom . . . there is natural drainage.
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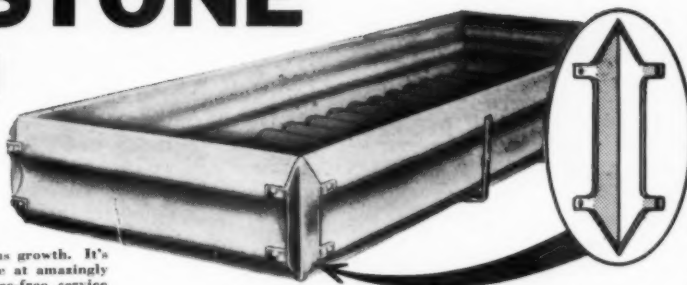
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Metrostone benches can be set on standard cinderblock base . . . functional steel pipe frames also available. Available in any width or length, ready for fast assembly even by unskilled help. Metrostone adds sales appeal, attractive appearance to your showroom. Write today for free brochure and price list.

the islands using a standard 26 or 31-inch mower and then mow the edge with the off-to-the-side mower.

Thinning of the woodland areas is a big problem in the fall. All of the hardwood trees that are cut have to be poisoned, as well as all the stumps, to prevent development of suckers and sprouts. For this purpose we are using a standard mixture of 2-4-5-T and Diesel oil and have added a green oil soluble dye to provide an additional check on the stumps that we are painting. In working out a method to spray the stumps we decided on a double-boom fan nozzle spray unit, which we made to handle trees up to approximately four inches in diameter. This boom can be mounted on a 2-gallon sprayer. We found that by using the double nozzle we could go to the base of a tree and, with the trunk between the two nozzles, the spray material would encircle the trunk. Normally it would not even be necessary to remove the tree if the standard weed killer were used. Having all these dead trees showing left an unsatisfactory appearance in the woodlands; so we are still removing the trees and spraying the stumps. But in farm wood lot and similar operations, a boom unit such as the one described could be made adjustable

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Box 146 ALTADENA, CALIF.

to different sizes of trees. Certainly it would have value in wood lot areas on the average farm, for it saves bending the back and having to treat the stumps with a paintbrush.

Watering Units

We made up several homemade watering units, using galvanized pipe and other equipment. We have our own root feeders, made from ½-inch steel pipe, with a sickle-blade tooth used as a point and a half-turned valve at the top of the pipe. This is a cheap yet enduring piece of equipment for introducing water into the root zone, and we can use these same units with our 1,000-gallon water tank to apply liquid fertilizer to the soil.

For handling water in many areas, particularly in the lath house and nursery, we take standard pipe and mount low-angle nozzles on it. At the base of the standpipe there is a T for a hose connection, and a stand that can be driven or pushed into the ground to hold the sprinkler head upright is welded on. These proved to be highly satisfactory devices, and we have a half dozen of them.

Within the gardens, there is a 9-hole golf course that offers numerous problems. One of the big problems on all golf courses in the south is that of dallis grass, a perennial grass similar to quack grass in northern areas. For several years verticut mowers, made primarily for greens, have been available, but there have been no standard verticut units for fairways. We tried to get several implement companies interested in making a unit from some sketches which we had drawn, but had little encouragement, except from the Lilliston Mower Co. That firm could not make the machine at that time, but gave us an old mower frame to work with ourselves.

Fairway Cutter

We use the frame, which gives a unit that can be raised and lowered, depending on the depth of cut desired. The swinging knives are mounted approximately three inches apart on a shaft that receives its power from the power take-off of the tractor.

We were cutting a strip approximately 42 inches wide with this unit and we thought at first that later we should extend its length. However, we find now that 42 inches is about as wide as we can cut on a fairway in an area that is not leveled with any degree of accuracy.

The swinging blades are covered with a piece of ¼-inch culvert piping, which protects the tractor driver from any danger if hammers



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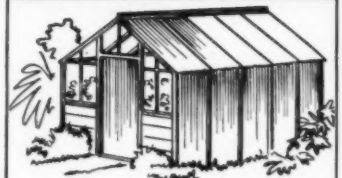
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The Smith Measure-Mix is an automatic, accurate, dependable, non-hazardous device for injecting liquid fertilizer solutions into the water supply. It is driven by the flow of the water, so requires no electric power connections or gasoline engine. All the water used in feeding must flow through the machine. Accuracy is guaranteed within 10% with all types of liquid fertilizer solutions, and in most services is within 2 to 5%. This accuracy will be maintained regardless of any changes in the water pressure or rate of water flow.

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Model R-3 for $\frac{3}{4}$ " hose connection (portable unit) will handle up to 15 gallons per minute of water. Model R-8 for 2" pipe connection (usually permanently mounted, but can be portable) will handle up to 100 gallons per minute of water. Either model can be made to proportion liquid fertilizer in any amount desired.

Write for free descriptive literature, prices, instruction sheet, and list of growers using this equipment.

SMITH RYan 12293 and RYan 12691
PRECISION PRODUCTS CO.

1135 MISSION STREET, SOUTH PASADENA, CALIFORNIA

swing off. We had some difficulty at first in not using the proper steel for the knives and then began using a 60-90 carbon steel. On the base of the knife a collar is used to give additional width, and highly tempered carriage bolts hold the knives in place. This is the third season of use of this machine, and we are highly satisfied with its operation. While it does not immediately eliminate dallis grass, it removes the tremendous clumps and the usual matted condition and allows the Bermuda grass to encroach rapidly.

We started with this idea by having knife tamps made up, using old mower blades, with which we tamped or dropped on the dallis grass. From this idea we went to a series of rakes mounted on the front of mowers. We even made up units to mount on the front of our 9-unit fairway gang mower. Later, we went to a knife roller, but we had to continue and make up what we now call our dallis grass cutter with the swinging knives. This, we believe, could be a practical piece of equipment. The knives in this unit are the least expensive parts; since they must be replaced, they need to be kept at a minimum cost, which we have tried to do.

In our greenhouse and nursery area we are propagating many plants

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for use in the gardens. Several years ago, we had a need for new coldframes and made two 90-foot frames, using corrugated Transite for the sides and Maxlite-85 Corrugulux for the sash. A notched piece of wood is used on the high side of the coldframe to facilitate mounting the Corrugulux, and each piece of Corrugulux overlaps its side member, making a tight seal. From the 180 feet of coldframe area that requires covering with sash, we have in storage a stack approximately 15 inches high, whereas with standard coldframe sash there would be a stack five to six feet or more in height. The only difficulty we have with the Corrugulux results from the fact that it is light. One heavy windstorm blew most of the sash off, but fortunately only about two pieces of material were damaged. However, a more satisfactory clamp is needed on the lower edge to hold the sash firmly in place but permit it to be opened quickly and lifted when necessary. But we do have indestructible coldframe beds now.

We use one of the standard steam sterilizers in preparing potting soil and also for the soil in the lath house beds and some other areas. It proved a practical unit. We also use the steam sterilizer to treat all top-dressing soils for the golf course greens. While it is somewhat expensive to sterilize soil for the greens in this way, we feel that the practice pays in the elimination of hand digging of crab grass during the summer.

A unit made up for our greenhouse work was a small plant cart similar to one that was commercially available, except that the commercial unit had a wider wheel base than could be used in our lath house area. So we made a cart with a narrow wheel base, as pictured. It has, also, removable sides seven inches in height. The unit is similar to a large wheelbarrow.

Concrete slabs are made by our crews during the summer. We have standard 8-foot forms for 8 and 12-inch widths and have been using cypress stakes to hold the frames in place.

A device we employ at the corners of concrete beds as a hose saver is a standpipe with a free-turning galvanized section of pipe. The pipe turns as the hose is pulled on it around the corner of a bed.

For rainy day work we have the making of hanging baskets. Some of the baskets we make up and use in the lath houses for a summer display. They are of two different types, made from oak strips, which we ob-



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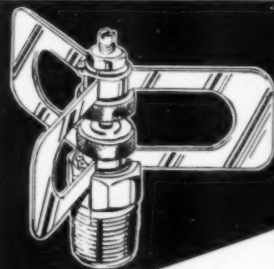
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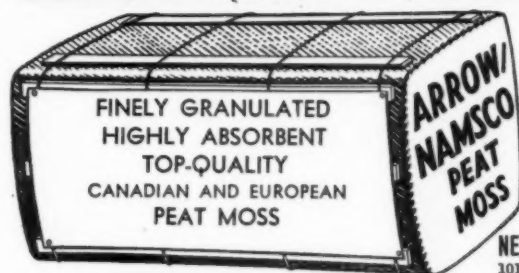
tained for the hauling from a local furniture-manufacturing company.

We have obtained a great number of ideas from other nurserymen and know we are not the only people who are adapting or changing equipment to fit their needs. But it is an interesting pastime and, we might say, a diversion from the normal line of work. We are always happy to swap ideas with other nurserymen and park and garden supervisors and welcome them at the gardens.

NEW BARRY APPLE

Barry, a new apple that ripens in the fall about two weeks earlier than the popular McIntosh, was recently introduced by the agricultural experiment station of Cornell University, Ithaca, N. Y. The new variety comes from a cross made in 1923 between McIntosh, the most important

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variety in the northeast, and Cox Orange, an old European variety of high quality. The seedling, now named Barry, was first propagated in the experiment station in 1937 and has borne fruit annually since 1947.

The new apple was named in honor of Patrick Barry and his son

William, of the once-famous Elwanger & Barry Nursery, Rochester, N. Y. The Barrys were active in the Horticultural Society of New York, both serving as president of the society for a combined total of 49 years. Patrick Barry also served on the first board of control of the Cornell experiment station in 1882.

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BOOK REVIEWS

TAYLOR'S GARDEN GUIDE

To those who are familiar with Norman Taylor's "Encyclopedia of Gardening," which long has been a top horticultural reference book, it is explained that Taylor's "Garden Guide" is a companion volume of garden practices rather than definitions. Actually it combines in one volume six small books by Norman Taylor published in the past four years: "The Permanent Garden," on laying out a small garden; "The Everblooming Garden," on planting for continuous bloom; "Color in the Garden," on arranging for different color schemes; "Fragrance in the Garden," on planting for fragrance; "Herbs in the Garden," on the culture and uses of herbs, and "Fruit in the Garden," on fruit trees and berry plants.

As can easily be seen, the present volume of 509 pages contains a wealth of information for the home gardener, and he gets a big value in obtaining the half-dozen books in one volume, published by D. Van Nostrand Co., at \$5.95. The new illustrations in the book include four color plates and 40 reproductions of photographs in black and white. An index makes possible easy reference to the text on the various subjects.

"BOTANY FOR GARDENERS"

For persons with no schooling in gardening who do not wish to undertake plowing through a textbook on the subject, "Botany for Gardeners," by Harold William Rickett, can be recommended.

The author has been associated with the New York Botanical Garden for some years as lecturer and writer, and the book grew out of a course of lectures given at the garden during the past several years to a mixed audience. It includes enough botanical terms so that the reader will know what they mean, when he encounters them elsewhere, but the information is presented in an easily understandable fashion, though by no means childish or over-elementary.

As the author states in his prologue, this is not a book on how to grow plants, but one on how plants grow, and it describes the growth of seeds and plants, discussing the various phases of their development and constituents.

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some line drawings which make the text more easily understood. The book is published by the Macmillan Co., at \$4.50.

WHO'S WHO AT CONVENTION

[Continued from page 17]

board. He is a member also of American Legion post No. 23, Voiture 218 of 40 & 8; Fort Meade Lions' Club, and Fort Meade Methodist church. He and Mrs. Brown have one daughter, Patricia Sue.

Treasurer

The treasurer of the Miami convention, J. H. (Holly) Popham, Jr., was selected in 1953 to formulate the plans for the Potter Palmer estate's entry into the commercial nursery field at Osprey, Fla., and to establish the nursery. With Mr. Popham as manager, the Palmer Nurseries have become, in four years, one of the largest nurseries in Florida. There are over 60 persons in the organization, including three graduate landscape architects. Over 70 acres are devoted to ornamental plants, and the nursery has more than a half-million plants in containers.

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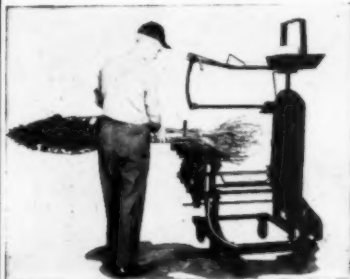
Phone Nlagara 2-4838 (Kansas City, Mo.)

Popham attended the University of Florida, Gainesville, prior to World War II. Returning from service in the United States air force, he completed his education at the University of Miami, majoring in horti-

culture. He is a vice-president of the Florida Nurserymen and Growers Association, a member of the National Landscape Nurserymen's Association, American Society for Horticultural Science and Florida Ly-

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chee Growers Association. He is married and has four children.

On Executive Committee

Richard C. Johnson, general manager of Seminole Nurseries and Seminole Home & Garden Shop, Largo, Fla., who is serving as an additional member of the executive committee, grew up with the Seminole Nurseries, which his father founded the year after his son's birth. A graduate in landscape architecture from the University of Florida, Mr. Johnson is vice-president of the Florida chapter of the American Association of Nurserymen and a member of the Florida Nurserymen and Growers Association.

In addition to his activities as a nurseryman, Mr. Johnson is associated with Sylvan Abbey memorial park, Clearwater, Fla., and Greensboro memorial park, Greensboro, N. C., as a member of the board of directors and consulting landscape architect. He is also president of Equity Investment Co., Inc., a land development and home construction enterprise.

Mr. Johnson and his wife, the former Betty Jean Kelley, of Nashville, Tenn., have one son, Richard, 19 months old.

In his home community, Mr. Johnson holds membership in the Kiwanis Club, Toastmasters, the executive board of Boy Scouts of America and the board of stewards of the First Methodist church. He is also supply officer of the 77th troop carrier squadron, United States air force reserve.

Ex Officio

Ex officio member of the executive committee is John Fraser III, vice-president of Huntsville Wholesale Nurseries, Inc., Huntsville, Ala. Vice-president also of the American Association of Nurserymen, Mr. Fraser has been on the A. A. N. board of directors for the past six years. He has been associated with the Huntsville nursery since 1930, except for 14 years, 12 of which he spent working with the Federal Land Bank of New Orleans, La. His service during World War II as a first lieutenant in the army accounts for the other two years of his absence.

He attended Huntsville high school, Culver military academy, Culver, Ind., and the University of Pittsburgh, Pa., becoming a member of Phi Delta Theta and the Scabard and Blade military fraternity. Mr. Fraser was married in 1934 to Bertha Bell, of Hot Springs, Ark. He

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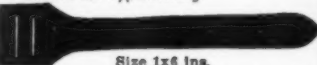
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and his wife have two daughters, who are now students at the University of Alabama, Auburn, and one son, John Fraser IV, a student at Huntsville high school.

Decorations Chairman

John Hutton, Hutton Nurseries, Miami, chairman of the decorations committee, is well known for the patio and interior plantings in which Hutton Nurseries specialize. The interior plantings at the Hotel Fontainebleau and the Eden Roc and Saville hotels, Miami Beach, are examples of his work.

Born at Oyster Bay, L. I., N. Y., in 1919, he attended grammar school at Southfield, N. Y., and high school at Tuxedo Park, N. Y. After graduation, he started work as a gardener on private estates, following in the footsteps of his father, also a private estate gardener, and his grandfather, who was a gardener in England.

Mr. Hutton was married in 1940 and moved to Florida in 1946. After working at Boynton Nurseries, Inc., Palm Beach, for three years, he opened the Hutton Nurseries at Miami in 1949.

Secretary of the Florida chapter of the American Association of Nurserymen, Mr. Hutton is also

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president of the National Association of Gardeners and a director of the Florida Nurserymen and Growers Association. For the last-named group he has designed prize-winning exhibits at the national capital flower and garden show for the past three years.

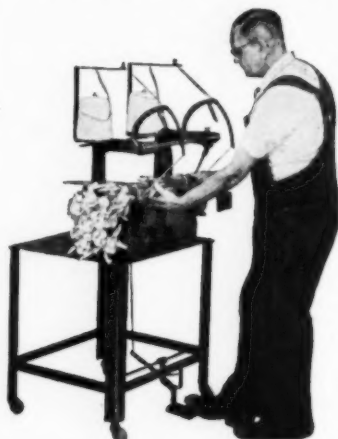
He and his wife, Vivian, have two daughters, one 13 years old and the other 8.

Plans Ladies' Program

Mrs. Myrtle Armstrong, chairman of the ladies' program committee, developed a lifelong hobby into her

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own business, the Kitchen Door Nursery, North Miami, Fla., which she owns and operates. Wife of Eastern Air Lines Captain John R. Armstrong, she was married in 1928 after graduating as an oral hygienist from Adairs College, in her native state of Georgia.

While her two daughters were in high school, Mrs. Armstrong was led, through the study and collecting of plants, to begin a small commercial nursery operation in her own garden. Later, land was purchased at North Miami, where zoning regulations permitted a more extensive business, and the Kitchen Door Nursery was opened in 1952.

A member of the American Association of Nurserymen, the Florida Nurserymen and Growers Association, the Southern Florida Nurserymen's Association and the Florida Horticultural Society, she also participates in the activities of the Fairchild Tropical Garden, Coconut Grove.

Juniors' Co-Chairmen

Sharing leadership of the committee that has planned this year's eventful program for juniors at the A. A. N. convention are Roy S. Rood and his wife, Patricia. Mr. Rood, president and general manager of the Rood Landscape Co., Inc., Jupiter, Fla., is a native Floridian. After graduating from Jupiter high school, he worked as a landscape gardener for Wilson Palm Gardens in Jupiter and Hobe Sound, later becoming superintendent of a private estate in the latter town.

He enlisted in the United States Navy early in 1942 and served for 45 months in the air department of

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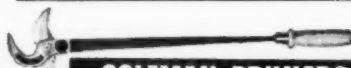
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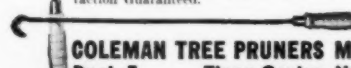
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STANDARD Summer Emulsion Concentrate (formerly VERDOL)—Effective—versatile! Use alone for red spiders, white flies, certain scales; with nicotine for aphids and leaf hoppers; with lead arsenate for certain leaf-eating caterpillars and worms.



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(Indiana)

For products, information and Standard Oil help on your specific pest control problem, contact your local Standard Oil Agent or nearest Standard Oil Sales Office, listed below.

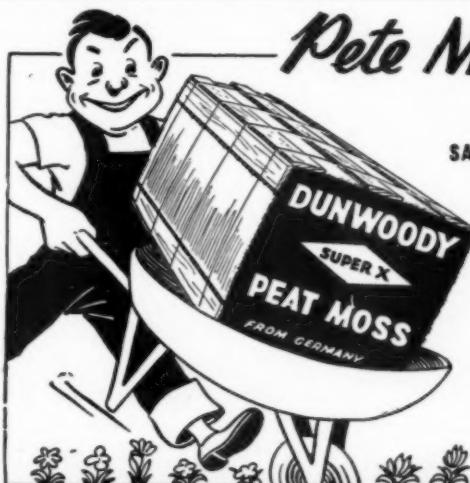
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the navy, first as vocational education instructor and then as aviation machinist mate aboard an aircraft carrier. After his discharge he attended the Illinois Institute of Technology, Chicago, before returning to Jupiter to form the landscape company that he now heads.

Mr. Rood, a charter member of the Florida Nurserymen and Growers Association, is currently serving as a vice-president of the group. He is a past president of the Palm Beach county chapter of the F. N. G. A. as well as a member of the American Association of Nurserymen and the National Landscape Nurserymen's Association.

In addition to his activities in the nursery trade, Mr. Rood is a member of the board of stewards and trustees of the Southern Methodist church, where he also serves as treasurer and superintendent of the Sunday school. He is secretary of the Palm Beach county resources development board, secretary-treasurer of the Jupiter inlet district, a past commander of the Rood-Williams post of the American Legion and past president of the Jupiter-Hobe Sound Kiwanis Club.

Mrs. Rood, born in Louisiana, attended Arcadia high school and Lou-



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isiana Polytechnic Institute, Ruston, where she earned a bachelor of science degree in health, physical education and recreation. She taught physical education at a Shreveport high school before moving to Jupiter, Fla., as director of a local Girl Scout camp.

Secretary-treasurer of the Rood Landscape Co., Inc., she also shares her husband's interest in community

activities, acting as leader of an intermediate Girl Scout troop and holding membership in the Southern Methodist church, American Legion

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That correct usage is the determining factor in achieving optimum results and PLANT-SHOOT, formulation of gibberellic acid, is the only packaged product on the market which allows the user to select a range of applications, in a specific concentration recommended for individual indoor and outdoor plants. Incorrect concentrations will either give no response or show unsatisfactory results.

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For your customers' use the \$3.98 KIT contains a full 35 milligrams of gibberellic acid, formulated in a liquid concentrate of 1000 parts per million, which makes up to 10 gallons of spray for application to turf grasses. KIT contains everything needed for correct usage—special sprayer, measuring dropper, supply of wetting agent and chart of simple directions. A PLANT-SHOOT - GIBREL* KIT guarantees correct usage . . . guaranteeing you repeat sales.

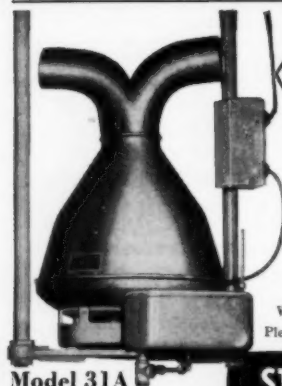


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Forced by ill health to abandon his Ohio real-estate and insurance brokerage business and move to Florida six years ago, John H. Powell, chairman of the trade exhibits committee, spent his first year in Florida resting and studying business administration. The second year he became director of sales engineering for the manufacturers of the Slip-On plastic label and one year later had bought the patent rights to the label, designed new machinery to mass produce it and formed his own corporation, Economy Label Sales Co., Daytona Beach.

Mr. Powell was born in 1917 in Marion, O., where he attended elementary and high schools. After spending some time in the grocery business, he took up welding engineering studies while working part time with the Marion Power Shovel Co.

He had been associated with this firm 10 years when he entered the army during World War II. He served with the infantry in the Far East and later was transferred to the engineering corps as a construction utilities chief. Upon returning from the service in 1946, Mr. Powell began the real-estate and insurance brokerage operations that poor health forced him to leave five years later.

In addition to the Slip-On and other labels, the Economy Label Sales Co. handles a machine for label imprinting developed by Mr. Powell and has recently entered the mail-order field, handling nursery supplies and other items.

Mr. Powell lives with his wife, Gladys, and their two young daughters, Barbara Ann and Sharon Kay, at Daytona Beach, where he is a member of the Lutheran church. A 32nd-degree Mason, he is also a charter member of the local Kiwanis Club. Boating and fishing are his preferred leisure activities, and he is a regular patron of baseball, basketball and football games.

Welcoming Committee Chairman

T. Ralph Taylor, Jr., Royal Palm Nurseries Corp., Sarasota, Fla., secretary of the Florida chapter of the American Association of Nurserymen, is heading the welcoming committee for the A. A. N. convention. Born at Louisville, Ky., in 1926, he was 3 months old when his parents moved to Sarasota, where he attended elementary and high schools.

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without leaving the tractor seat

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After one semester at the University of Florida, he entered the V-5 naval training program. While stationed at the University of Miami, he was initiated into Sigma Chi fraternity.

Returning from the service, Mr. Taylor re-entered the University of Florida, completing his education in 1949. He joined the Royal Palm Nurseries Corp. as general manager the same year and in 1951 became president and general manager of the corporation.

Upon the creation of the chapter system in the Florida Nurserymen and Growers Association in 1954, he was elected secretary-treasurer of the Manasota chapter and served as chapter president during the 1956-57 season. He was elected last May to act as the chapter's representative on the executive board of the state organization.

In 1947 Mr. Taylor married the former Nanette Verhoeff, of Park Ridge, Ill., and Sarasota, Fla. They have three boys, aged 4, 2 and 1. Mr. Taylor is active in the Sarasota chamber of commerce.

Women's Auxiliary President

President of the women's auxiliary of the American Association of Nurserymen is Mrs. T. Ralph Taylor, Jr., wife of the welcoming committee

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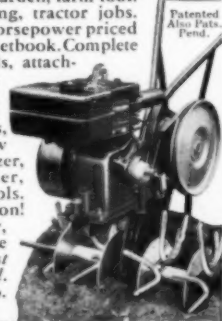
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chairman for the convention. Mrs. Taylor was born Nanette Verhoeff at Park Ridge, Ill., in 1925. The year after her graduation from Main Township high school at Park Ridge, her family moved to Sarasota, Fla. While attending the University of Miami at Coral Gables, where she majored in education, Miss Verhoeff was chosen "M" Club sweetheart in

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1945 and was initiated into Kappa Kappa Gamma social sorority.

In 1947 she married T. Ralph Taylor, Jr., president and general manager of the Royal Palm Nurseries Corp., Oneco, Fla. Mr. and Mrs. Taylor have three sons, 4, 2 and 1. Mrs. Taylor is a past vice-president of the Sarasota Jaycee-

Congratulations—
TO THE
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and best wishes for a
Successful Convention

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ettes, a member of the Sarasota Pan-Hellenic group, and first vice-president of the Ixora circle of the Sarasota Garden Club.

Registration Chairman

Serving as chairman of the registration committee for the Florida convention is P. D. Shoemaker, Jacksonville Landscape Co., Jacksonville, Fla. Born in Holland in 1904, Mr. Shoemaker received his formal horticultural education in that country and then came to the United States in 1923. He worked for two years at the Lewis & Valentine Nursery, L. I., N. Y., before moving to Florida, where he joined the sales staff of the Glen St. Mary Nurseries Co., at Jacksonville. A year later, he accepted a position as salesman for the Jacksonville Landscape Co. and became manager of the firm in 1931.

From 1941 to 1945 he served in the port security battalion of the United States coast guard at Jacksonville, during which time he was also in charge of all landscape development at the Jacksonville naval air station and auxiliary fields.

Having served as president of the Northeast Florida Nurserymen's Association, Mr. Shoemaker was a member of the steering committee of the Florida Nurserymen and Growers Association when that group was formed. He was chairman of the 1956 F. N. G. A. convention at Jacksonville and is now a vice-president of the association.

He is a member of the botanical gardens and arboretums committee of the American Association of Nurserymen and a past president of the Florida chapter of the A. A. N.

In addition to his trade activities, Mr. Shoemaker is a member of the Masonic Riverside lodge and Morocco Temple. Past president of the Jacksonville male chorus, he is now serving a third term as president of the adult choir of the Avondale Baptist church, where he is also a member of the board of deacons.

Mr. Shoemaker married the former Mary Highsmith, of Brunswick, Ga., in 1926, and the couple have two children, Mrs. A. E. Brooke, of Silver Spring, Md., and P. D. Shoemaker, Jr., who is associated with his father at the Jacksonville Landscape Co.

In Charge of Publicity

Miss Ruth Stuart Allen, of Miami, editor and publisher of the Southeastern Nurseryman and the Tropical Homemaker and Gardener magazines, is publicity chairman for

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LANCASTER, OHIO

this year's convention. Born and reared on a Tennessee farm, she is a graduate of the University of Chicago, Chicago, Ill., and a member of Theta Sigma Phi journalism sorority.

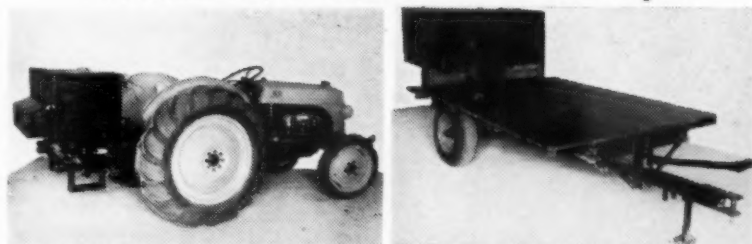
In addition to her publication work, Miss Allen is president of Publisher Press, one of Miami's largest lithographing companies, a director of the women's division of the Miami-Dade chamber of commerce and first vice-president of the Florida Public Relations Association. Gardening and golf are among her hobbies.

RECENT floods caused an estimated \$50,000 worth of damage to the nursery stock of E. D. Kenyon, Dover, Okla., and damaged carpeting and furniture in the Kenyon home.

JOSEPH BELAZARAS, JR., owner of a tobacco farm at Box 17, East Windsor Hill, Conn., has planted part of his acreage to trees, planning to enter the wholesale and retail nursery business.

OFFICERS of the newly formed DellaPuca Nursery, Inc., 32 Summer street, Meriden, Conn., are Joseph T. Arcano, president; Paul R. DellaPuca, vice-president, and Sisto P. DellaPuca, secretary-treasurer.

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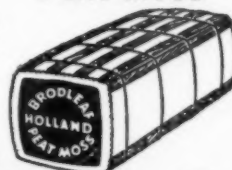
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